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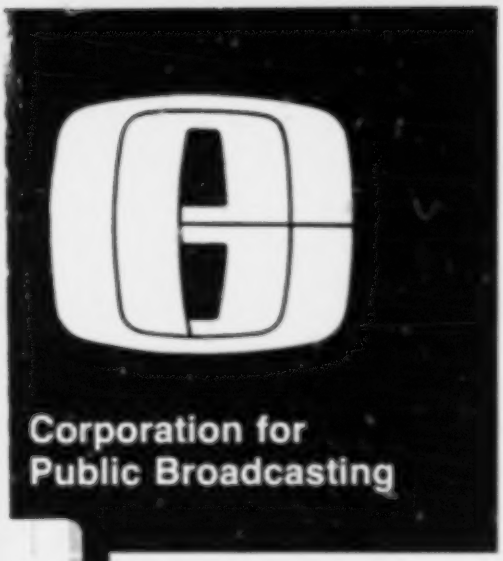
ABSTRACT

Seventh in a series of annual surveys, this interim report describes analyses of the programing schedules of public television broadcasters during one week in April, 1972. Results are reported for four different types of programing: instructional programing, Children's Television Workshop productions, news and public affairs programing, and general audience programing. Additionally, data were analyzed and are presented concerning various characteristics of the broadcasters such as amount of time broadcasting, type of program presented, source of distribution of programing, budget size of broadcaster, region of the country, type of license, and size of population served. Selected comparisons with previous surveys in this series are also presented. A summary of the results shows that the Public Broadcasting Service's programs and locally produced programs increased in usage, that there was an increase in instructional programing, and that the quality of programing also appeared to improve. Detailed tables and other information about the survey are appended. (SH)



NUMBER SEVEN

ED 078691

One Week of Public Television April 1972

Information Systems Office

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HIGHLIGHTS

A. Public Television Growth, 1970 - 1972

	1970	1972	Percent Change
Number of Licensees	131	140	6.9%
Number of Stations	190	220	15.8
Total Station Broadcast Hours during Sample Week	12,413	15,587	25.6
Broadcast Hours per Station during Sample Week	65.3	70.9	8.6
Instructional Broadcast Hours per Station during Sample Week	24.2	21.5*	-11.2

* "Sesame Street" and "The Electric Company" excluded.

B. Analysis of Broadcasters' Schedules during the 1972 Sample Week

Number of Broadcasters	149
Total Broadcast Hours	10,202
Average Hours per Broadcaster	68.5
Average Programs per Broadcaster	127.4
Average Hours per Day on Weekdays	11.8
Average Hours per Day on Weekends	4.9
Percentage of Hours Broadcast in Color	63.0%
Percentage of Hours Repeated within Seven Days	32.9%

Broadcaster-Hours by Type of Transmission:	Hours	Percent Change
Live	2.2	3.2%
Interconnected	23.0	33.6
Recorded	43.3	63.2

Broadcaster-Hours by Source of Distribution:	Hours	Percent Change
Locally Produced	11.0	16.1%
PBS Interconnection	34.1	49.8
(Recorded and Held)	(15.2)	(44.4% of PBS Interconnection)
PBS Tape	2.6	3.8
Instructional Centers/Suppliers	8.7	12.6
All Other Sources	12.1	17.7

Broadcaster-Hours by Type of Program:	Hours	Percent Change
Formal Instruction	19.3	28.1%
Children's Television Workshop	14.5	21.1
News/Public Affairs	13.1	19.2
General/Cultural	21.6	31.5

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ONE WEEK OF PUBLIC TELEVISION
APRIL 1972

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NATAN KATZMAN, PH. D.

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ERRATA

Please note the following changes and mark them accordingly in your copy:

Inside front cover:
Columns of figures given for broadcaster-hours by type of transmission, source of distribution and type of program are by "Hours per Broadcaster" and "Percent of Week" respectively.

Page 9, paragraph 2, line 6:
Parentheses should read "(See Appendix Table A.5.)"

Page 11, paragraph 3, line 1:
Should read "Appendix Table A.6 presents . . . ."

Page 15, paragraph 1, line 2:
Parentheses should read "(See Appendix Table A.7)"

Page 23, paragraph 4, lines 7-8:
The sentence "CTW programs were shifted." should be omitted.

Corporation for Public Broadcasting
Washington: May 1973

PREFACE

This is an interim report. Since 1961 various people and organizations have been responsible for collecting the data reported in the six volumes called One Week of Educational Television. Most recently, Mr. Saul Rockman, of the National Instructional Television Center, produced the volume covering a week in the spring of 1970. By early 1972, it became apparent that the only organization with the technical facilities to support a further bi-annual report was the Corporation for Public Broadcasting. A questionnaire was hurriedly prepared and distributed to all holders of educational television licenses. I was in Afghanistan at the time, and only became associated with the project six months later, after the forms had already been returned.

This report differs in several ways from earlier "One Week" projects. Terminology has changed. In the past "educational TV" has been the label applied to the entire system while content was divided between "ITV" (instructional) and "PTV." This report conforms to current usage by calling the whole system "public television" or "PTV" -- readers should not confuse the meaning with earlier definitions. On the other hand, we have broken from tradition by dividing program content into four categories (instructional, CTW-produced, news/public affairs, and general) instead of two ("ITV" and "PTV"). The scope of the report is narrower - we have not collected data from closed circuit (CCTV) or fixed service (ITFS) operations. They are too numerous, heterogeneous, hard to identify and difficult to sample. Also they do not have clear relationships to national public television organizations. Finally, units of analysis have been changed and refined, more sophisticated computer analyses have been used, and confidential information has enabled us to classify broadcasters by budget category as well as by three other typologies.

This introduction opened by stating that you are reading an interim report. It was undertaken on short notice. For the future, CPB and the U. S. Office of Education's National Center for Educational Statistics plan to support a project to study public television programming practices. Part of the project will undertake to sample programming throughout the year, rather than during a "typical" period - a change that should please our scientifically

minded friends. This report is not a part of that project, but it provides much needed background material on the phenomena that will eventually be studied.

I would like to give much deserved credit to everyone in the Information Systems Office - especially Bob Tolbert, who oversaw the operation, Nelson Robinson, who distributed questionnaires and amazingly managed to obtain 100% responses, Trudi Diamond, who did the coding and assisted in the editing, and Jim Fletcher, who programmed the computer. I hope this report is the best that could have been produced under the circumstances. We are already aware of many flaws and are planning changes for the future. If we have succeeded, readers will find it informative and useful. However, please send your comments and suggestions to us so that future reports can better serve the needs of the people who use them.

N. K.
Washington, D. C.
April 1, 1973

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Definitions, Categories and Methods

Units of Analysis

One of the ways in which this report differs from earlier "One Week" reports is in the basic units of analysis. We have most often reported the programs and hours of "broadcasters" rather than "stations" or "licensees."

Definition #1 - Public Television Licensee

A PTV licensee is an organization that holds one or more licenses to operate an educational television station. Licenses have been granted to four types of organizations: Community run non-profit television organizations, Institutions of Higher Education, Local School Boards or authorities and State School Boards or commissions or authorities.

Definition #2 - Public Television Station

A PTV station is the unit that transmits a single non-commercial television signal on a single channel with a single set of identifying call letters. Each station has its own transmitter, channel number, and call letters; and each serves a community covered by the broadcasting radius of the transmitter (plus translators and cable systems). Thus, the Alabama Educational Television Commission operated stations in Birmingham, Demopolis, Dozier, Florence, Huntsville, Louisville, Mobile, Montgomery, and Mt. Cheaha.

Definition #3 - Public Television Broadcaster

A PTV broadcaster is an organization responsible for a single schedule of programs in the non-commercial system. Such schedules can be broadcast by one or many stations; but a single schedule describes a single broadcaster. On the other hand, one licensee may be responsible for two or more stations with different schedules. Thus one broadcaster may represent more than one

station and a single licensee may represent more than one broadcaster. For example, the Alabama Educational Television Commission operated nine stations; but all carried the same programs simultaneously. On the other hand, WTTW and WXXW each broadcast a separate schedule to Chicago; both were run by one licensee. In most of the analyses used here the schedule in Alabama was counted once, and the Chicago schedules were each counted once.

Since the goal of this report was to distill program schedules across the PTV system, it was felt that the primary analyses should be made by broadcasters. This enables the findings to reflect decisions and policies in proportion to their numbers. When analyses are made across stations, the policies of multi-station broadcasters are unjustifiably amplified in relation to the rest of the system. When analyses are made across licensees, a few multi-schedule licensees are made to appear to have artifically long broadcast days if they simultaneously present different schedules. The use of broadcaster units does not change proportions that would be found using licensee units. It does, however, influence "average hours per..." data; and the "average hours per broadcaster" measure used in this report provides what seems to be a more useful index than "average hours per licensee," which would be distorted.

The data reported here are based on proportions, averages and frequency counts of two variables. Programs were counted one time for each occurrence. Hours of programming were calculated by adding together minutes of duration for all programs in a category and dividing by 60. The reported duration of each program was rounded to the nearest 5 minutes prior to summation. One reason for this was to correct for inconsistency in reporting. The same PBS-supplied program might be reported as 58 minutes in length by one respondent and 60 minutes by another. Another reason was that filler material, station breaks, and other content that took less than three minutes were excluded. Failure to compensate would result in an artificial reduction in total broadcast hours.

Types of Broadcasters

Four variables were considered in the analysis of data by type of broadcaster: Budget Size, Region of the Country, Type of Licensee, and Size of Population Served. In this report, data were collected from 140 licensees representing 149 broadcast schedules and 220 stations. Appendix Tables A.1 through A.4 present data relevant to the distribution of licensees, broadcasters and stations within the typologies used for the report.[1]

Five Budget Size categories (Appendix Table A.1) were created on the basis of CPB adjusted budget figures for fiscal 1971 -- these had been used as part of the formula to determine Community Service Grants to stations. Since figures were available for licensees only, divisions were first made by licensee. A normal (bell shaped) distribution of scores into five categories would result in 6.7%, 24.2%, 38.3%, 24.2%, and 6.7% of cases in respective categories. The division of licensees into budget categories approached such a distribution; however, natural break-points were chosen so that licensees with similar budgets were not arbitrarily separated. There was a relatively wide gap between the highest budget in one category and the lowest budget in the next. For example, if the round figure of $100,000 had been chosen to separate the first and second categories, we would have split four licensees with adjusted budgets between $99,400 and $103,600. On the other hand, there were no licensees between $103,600 and $112,200, so we chose $105,000. The other three break-points produced equally clear-cut divisions.

Broadcasters were assigned to budget categories on the basis of licensee figures. Licensees responsible for more than one schedule were thus represented more than once. We did not resort to a device such as splitting budgets among the multiple broadcasters for a single licensee. This analysis is aimed at decisions and policies; such splitting would have moved the schedules of the organizations with the largest budgets into lower budget categories. In three cases, one or more independent schedules

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[1] See discussion in Appendix II of data from American Samoa.

covered groups of stations from more than one licensee. Broadcasters were then assigned to categories by taking the sum of the budgets involved and redistributing in proportion to population covered by all stations served by a schedule.

It might be noted that Category 5 included the nine largest licensees in the PTV system (seven community, production-center licensees and two state networks). Category 4 included eleven state or territorial networks, sixteen big cities, and four large universities. Other categories included the medium and smaller cities and institutions of higher education and the few remaining state networks.

Regional divisions separated the PTV system into four geographical categories plus outlying broadcasters (Appendix Table A.2). States included in three categories corresponded to three regional distribution networks: the Eastern Educational TV Network, the Central Educational Network, and the Southern Educational Communications Association. States in the Western category represented the Rocky Mountain Corporation for Public Broadcasting and the Western Educational Network plus Alaska and Hawaii.

Licensee types (Appendix Table A.3) conformed to earlier CPB designations:

Community - Included independent corporations and foundations that operate free from government or other institutions.

State - Included state authorities, agencies, boards and commissions set up by acts of legislation specifically for the operation of non-commercial stations and networks. Also included were one municipal authority established by the city of New York (independent of the school system) and the operations of departments of education in Puerto Rico and Guam.

School - Included local public school systems at county, municipality or school district level which held licenses for non-commercial broadcasting.

University - Included all PTV operations licensed to institutions of higher education, universities, colleges and community colleges.

For an analysis of programming to different size populations (Appendix Table A.4) the only useful unit was the station, not the broadcaster. A state network with one schedule serving four million people is not the same type of entity as a station serving a metropolitan area of four million people. The former has broad responsibilities, yet has difficulty serving "community" interests; and the latter is responsive to a narrower geographic and political unit. Stations were assigned to categories on the basis of the population served in their grade A coverage. All stations were ranked in order of increasing population coverage, and an attempt was made to create five equal groups. These were slightly altered to conform to natural break-points, and the five final categories each contain 20% ± 1.5% of the stations. We assume some correlation between budget size and population coverage; however the category schemes used here are quite different. One is a normal bell-shaped distribution of licensees (expanded to broadcasters), and the other is an almost flat distribution of stations.

Methods

On April 13, 1972, questionnaires were sent to all PTV licensees, and responses were eventually obtained describing all schedules broadcast between April 23 and April 29, 1972. The survey form asked for a list of all programs broadcast during the week and asked for the duration of the program and responses to several multiple choice questions (see Appendix III). When the forms were returned, all episodes of "Sesame Street" and the "Electric Company" were identified by a special code, and multi-station operations, budget category, region, licensee type, and population category were recorded.

Data for nearly twenty thousand individual programs were transferred into a computer data file. Three variables were then used to create a new variable for our four-part program distinction. First, CTW programs were identified by the special code. Then, instructional programs were identified from among remaining programs by a second variable. Finally, a third variable divided the remaining programs into either news/public affairs or general content. The new variable was then stored in the computer data file.

Since the information gathered represented all PTV programs during the week, we did not have to deal with the issue of statistical inference. The data are not estimates, they are a full description. Therefore, inferential statistics do not appear in this report. On the other hand, the study of a single week has some drawbacks. It was a "typical" week in that it contained no holidays and was not in the summer, when programming (especially instructional) is diminished. Of course, the very "typical" nature of the week means that it cannot be expanded to represent a year, since annual program content included some atypical phenomena(for example, station auctions did not appear).

At any rate, our analyses included computerized cross tabulations of programs and hours of programming. Some analyses were made for multi-variable questions by studying one or more variables at a constant level of a criterion, others combined variables to create new indexes. Most data presented here are either percentages of programs and hours, or programs and hours per broadcaster. If readers wish total "broadcaster week" figures, they may multiply percentages by grand totals or multiply "per broadcaster" figures by numbers of broadcasters in a category (see Appendix Tables A.1 to A.4.)

CHAPTER I

THE PUBLIC TELEVISION SYSTEM

Size and Growth[1]

During the last week of April, 1972 there were 220 public television stations broadcasting an average of 70.9 hours per station in the week for a total of 15,587 hours of programs. When compared to similar figures for 1970 the numbers represent 15.8% more stations, 8.6% more hours per station, and 27.6% more total hours of broadcasting.

Figure I.1 plots the growth in stations and hours per station of the PTV system from 1961 to 1972. In the past decade, the annual increase in the number of PTV stations has shown a rate of growth that increased from an average of 13.25 new stations per year between 1962 and 1966 to an average of 17.5 new stations per year between 1966 and 1972. The average annual increase in the number of hours per station was about three and a half hours per year between 1964 and 1970, but it has fallen to two hours and forty-eight minutes per year for the last two years. Both curves seem to be displaying the standard S-shaped pattern of growth for any phenomenon; but hours per station seem to have begun to level off as public television begins to approach a full broadcasting week, while the number of stations is still growing steadily - although we may expect a decrease in the growth rate as the entire population gradually becomes served by PTV stations. (At the time of the survey, the system covered 76% of the U. S. population.)

Broadcast Day and Air Time

The average station was on the air for an average of twelve hours, ten minutes on each of the five weekdays, and for a total of ten hours on the weekend. Public television has not yet begun to fill available weekend air time. Of 149 broadcasters, 61 (41%) transmitted seven days of the week, 68 (45.6%) covered six days, and 20 (13.4%) did not broadcast on weekends - although eight of these served communities already receiving another PTV schedule.

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[1]Data were calculated for station hours to conform with data for earlier years. The rest of this report does not conform exactly to these totals, as broadcaster hours have been used.

FIGURE I.1

PUBLIC TELEVISION STATIONS AND AVERAGE BROADCAST HOURS PER STATION, 1961 - 1972

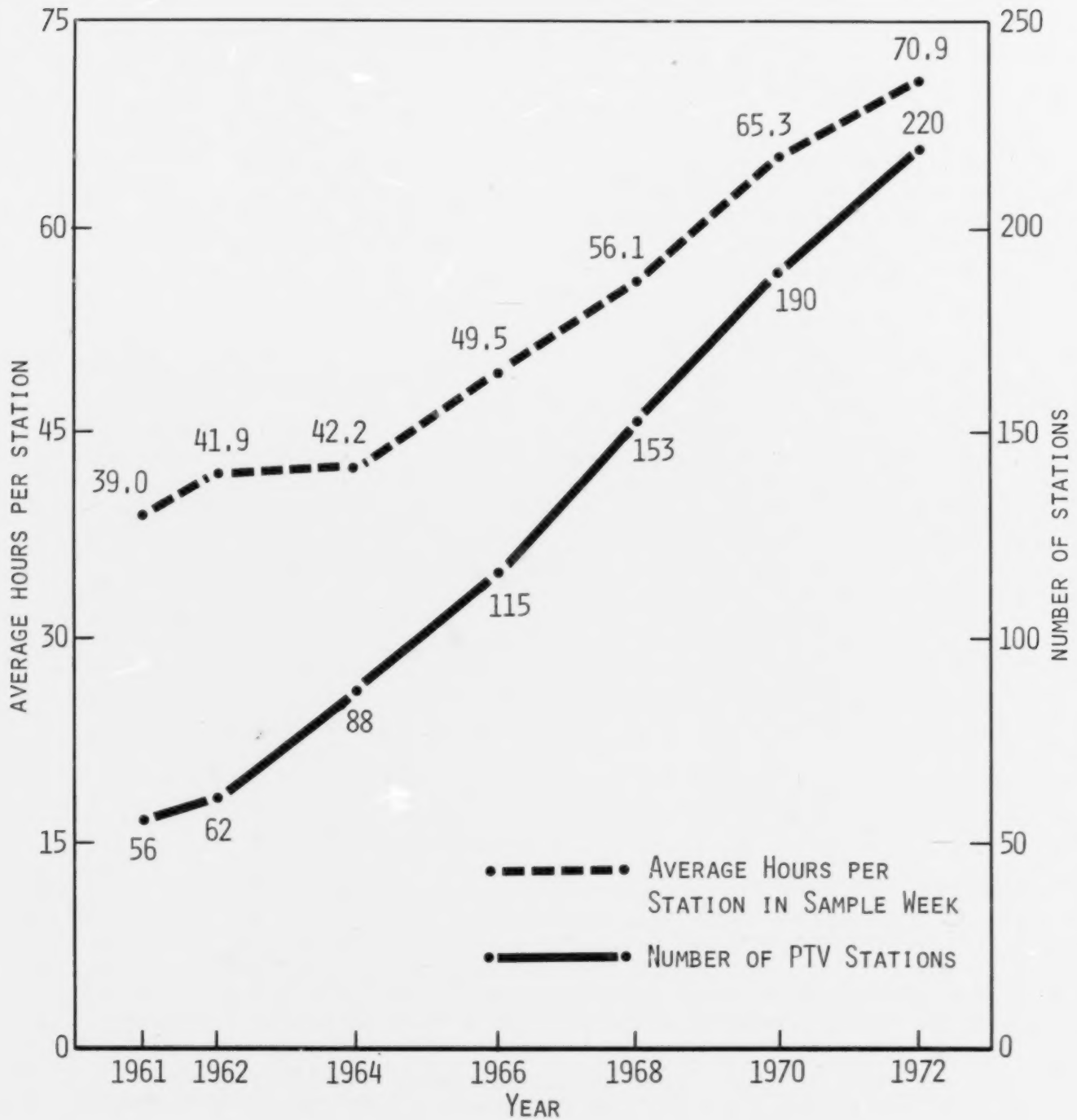

TABLE I.1

PUBLIC TELEVISION BROADCAST HOURS BY BUDGET SIZE

Budget Category	Number of Broadcasters	Average Hours per Broadcaster Weekday	Weekend	Total
(1) Below $105,000	11	43.7	4.8	48.5
(2) $105,000 - 300,000	34	56.8	8.2	65.0
(3) $300,001 - 750,000	58	58.6	8.0	66.6
(4) $750,001 - 2,500,000	32	64.0	13.2	77.2
(5) $2,500,000 and over	14	64.0	15.8	79.8
All broadcasters	149	58.8	9.7	68.5

As one might expect, the single most important factor related to total hours of broadcasting was the size of the budget of the broadcaster. Those with more money were able to broadcast more. Notice that in Table I.1, the broadcasters with budgets over $2.5 million averaged 4 hours 28 minutes more air time per day than the broadcasters with budgets below $105,000.

The table indicates that many hours of potential air time are still open to most PTV broadcasters if they wish to approach the totals of the highest budget category. Analyses of other broadcaster types provided no additional insight into the length of the broadcast day, as the other factors are probably closely related to budget size for this variable. (See Appendix Table A.6.)

Table I.2 shows the division of 149 broadcast schedules by time of day.[1] Weekday broadcasts from sign-on to the end of the school day accounted for more than half of the programs in the average PTV schedule and 37.2% of the total scheduled air time. Early evening and evening programs on weekdays each represented nearly a quarter of all air time, while weekend programs amounted to 14% of all hours. Note that the "prime time" programs averaged almost twice the length of the "school time" programs.

[1]Table I.2 was produced after combining items 1 and 2 in the questionnaire (Appendix III).

TABLE I.2

PUBLIC TELEVISION PROGRAMMING BY TIME OF DAY

Time Period	Percentage of Programs (Total Progs:18,986)	Average Duration (in minutes)	Percentage of Hours (Total Broadcast Hrs:10,202)
Weekday			
Morning/ Early Afternoon	50.5%	24	37.2%
Early Evening	22.8%	35	25.0%
After 7:30 pm	16.4%	47	23.7%
Weekend			
Morning/ Early Afternoon	1.8%	41	2.3%
Early Evening	4.3%	41	5.4%
After 7:30 pm	4.2%	49	6.3%
Total	100%	32	100%

Two divisions of broadcasting days by types of broadcasters deviated from the overall pattern. Table I.3 presents these data, which indicate that School Board broadcasters transmitted a higher proportion of total air time during school hours than did State or Community broadcasters, both of which were higher than University broadcasters. Stations serving the largest populations indicated a lower proportion of air time during school hours than stations in the four categories serving smaller populations.

TABLE I.3

PUBLIC TELEVISION PROGRAMMING BY TIME OF DAY AND BY TYPE OF LICENSEE AND POPULATION SIZE

	WEEKDAY			WEEKEND			
	Morning/Early Afternoon	Early Evening	Evening	Morning/Early Afternoon	Early Evening	Evening	Total Base
(Licensee Type)							(Broadcaster Hours)
Community	37.0%	23.1%	23.7%	2.9%	6.3%	7.1%	4,172
State	38.5%	24.2%	22.6%	2.4%	5.2%	7.0%	1,830
School	45.4%	23.5%	21.4%	1.1%	3.6%	4.9%	1,313
University	33.0%	29.0%	25.3%	2.1%	5.2%	5.5%	2,887
(Population Size)							(Station Hours)
1(smallest)	39.9%	25.8%	22.0%	1.0%	4.8%	6.5%	2,958
2	39.1%	24.3%	22.3%	2.7%	5.2%	6.3%	3,051
3	40.6%	24.6%	22.2%	1.4%	5.3%	5.9%	3,441
4	40.9%	21.9%	22.0%	2.8%	5.8%	6.6%	3,027
5(largest)	35.0%	24.7%	24.1%	3.5%	5.9%	6.7%	3,278
Total	37.2%	25.0%	23.7%	2.3%	5.4%	6.3%	

Color Programs and Repeat Programs

The PTV system is approaching full color broadcasting. Color productions accounted for 59.1% of all programs used and 54.0% of all programs broadcast.[1] Since the average length of a color program was 37.6 minutes while the average length of a black and white program was 24.5 minutes, color broadcasting accounted for 63% of PTV air time. Figure I.2 describes the use of color by the broadcasters.

Color broadcasts accounted for about 83% of the hours and programs on weekends, while only 49% of the programs and 60% of the hours during the weekdays were broadcast in color. This is partially amplified by the fact that only 34% of the programs (43% of hours) shown during weekday school time were in color, while roughly 73% of programs and hours broadcast later in the day were in color. Further examination showed that 24.0% of instructional programs (25.6% of hours) were in color while 73.5% of general and news programs and hours were in color. Of course, CTW productions were all in color (although 13.1% of programs and 12.3% of hours were broadcast in black and white).

Appendix Table A.7 presents percentage figures for color programs and hours by demographic categories. Clearly, the key factor is the budget of the broadcaster. Higher budgets tend to be associated with Eastern and Community broadcasters and Southern State networks; the broadcasters associated with Institutions of Higher Education have a relatively high degree of colorcasts that can probably be explained when their relatively low amount of instructional programming is considered. (See Chapter III.)

Roughly a third of the broadcast schedule of the average broadcaster consisted of programs that had been shown within the last seven days. (32.9% of hours and 36.5% of programs were repeats). This means that about half of PTV programming was shown again during a seven day period.[2] Examination of the data indi-

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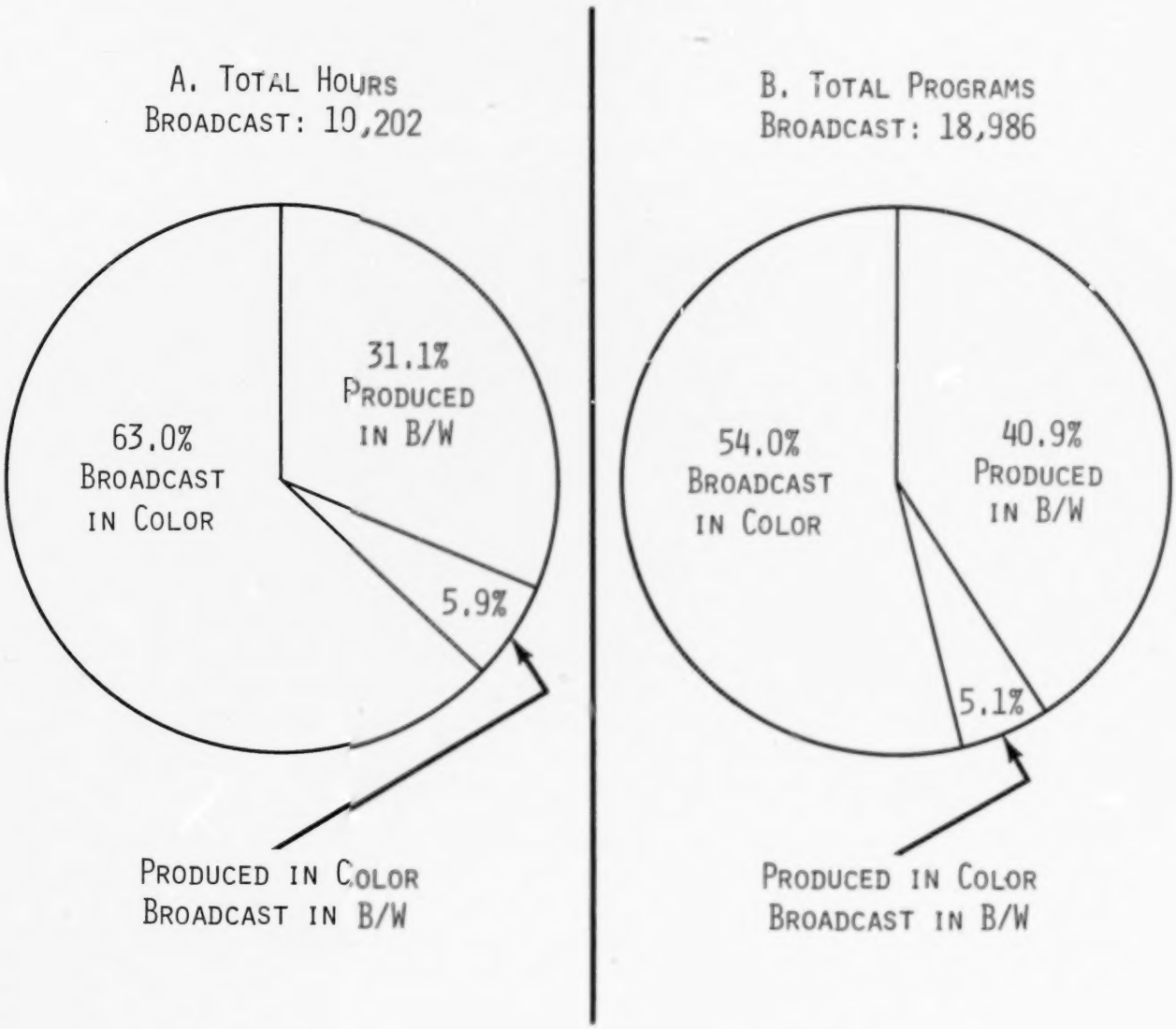
[1]The difference between color in programs "used" and "broadcast" is due to the black and white broadcast of some color programs.

[2]If 1/3 of the schedule is repeats then 2/3 are shown for the first time and half of these first showings are shown again.

FIGURE I.2

PUBLIC TELEVISION PROGRAMMING BY COLOR AND BLACK AND WHITE


A. TOTAL HOURS BROADCAST: 10,202
63.0% BROADCAST IN COLOR
31.1% PRODUCED IN B/W
5.9%
PRODUCED IN COLOR BROADCAST IN B/W
B. TOTAL PROGRAMS BROADCAST: 18,986
54.0% BROADCAST IN COLOR
40.9% PRODUCED IN B/W
5.1%
PRODUCED IN COLOR BROADCAST IN B/W

cated that neither length of program nor color production was strongly related to whether or not it was repeated. One rather interesting phenomenon is the proportion of repeats by time of day. While the school day and weekday early evening periods both contained averages of about 40% repeat hours, the evening part of weekdays included only 10% repeat hours. Weekends included 39% repeats. Looked at another way, the data indicate that for the average broadcaster about 45.9 hours of programming were first airing and 39.4% of this was between 7:30 pm and sign-off; 22.6 hours were repeats and 10.9% of these were in the night time.

Method and Source of Distribution

Only 2.7% of PTV programs (3.2% of hours) were broadcast live. The rest of the broadcasts were either from film or video tape (69.8% of programs and 63.2% of hours) or transmitted directly via interconnection (27.5% of programs and 33.6% of hours). Figure I.3 represents these data.

As Table I.4 indicates, the use of live, recorded and interconnected programming varied over the course of the day. From the "school" period to the "prime time" period the emphasis clearly shifted from recorded material toward more live and interconnected sources.

TABLE I.4

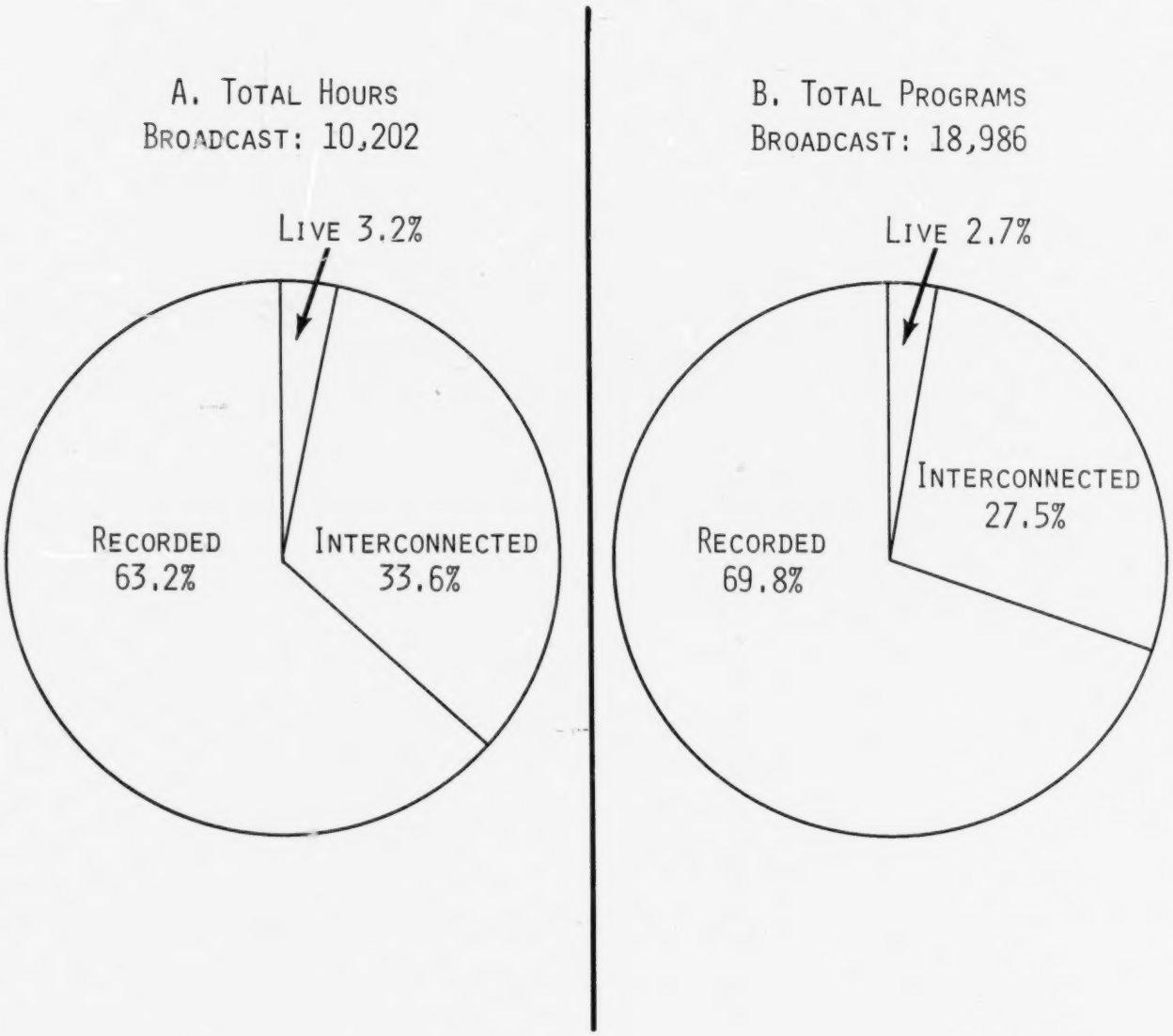
PUBLIC TELEVISION PROGRAMMING BY TYPE OF DISTRIBUTION AND TIME OF DAY

(underlined figures are percentages of programs; figures in brackets are percentages of hours)

	LIVE	INTERCONNECTED	RECORDED
Morning/Early Afternoon	0.9% (1.0%)	19.4% (23.5%)	79.7% (75.5%)
Early Evening	3.8% (3.5%)	26.1% (27.2%)	70.1% (69.4%)
Evening	5.9% (5.7%)	49.9% (52.7%)	44.2% (41.6%)
Total	2.7% (3.2%)	27.5% (33.6%)	69.8% (63.2%)

FIGURE I.3

PUBLIC TELEVISION PROGRAMMING BY TYPE OF TRANSMISSION



Use of interconnection, as opposed to recorded material was roughly inversely related to budget size (see Appendix Table A.8), low budget broadcasters using interconnection for a higher proportion of their total hours (but not necessarily for more interconnected hours) than higher budget broadcasters. We may suppose that increased budget size allowed for the purchase (or recording from interconnection) of more recorded material, while all types of broadcasters used about the same number of hours direct from interconnection. The proportional use of interconnection by region, type of licensee, and population served was not evenly distributed. Proportions of hours transmitted via interconnection were higher for broadcasters in the East (49.4%) and the Central states (38.2%) than for broadcasters in the South (22.7%) and the West (24.3%). Community (41.0%) and University (35.0%) broadcasters used interconnection for more of their hours than School (22.1%) or State (22.9%) broadcasters. Stations serving the smallest populations used interconnection much more (41.8%) than stations serving all other sizes of communities (27.8% overall). The opposite relationships held for the use of recorded material.

As Figure I.4 shows, the Public Broadcasting Service was responsible for distributing more than half of the hours of programming used (and 39% of the programs used) by the broadcasters.[1] Stations produced enough to cover 16.1% of their air time by themselves, with an additional 9.6% of their air time covered by exchanges with other PTV broadcasters and state or regional distribution networks. Instructional suppliers - including the National Instructional Television Center and the Great Plains National Instructional Television Library - covered an additional 12.6% of the air time by supplying 19.8% of the programs used.

PBS national distribution provided a higher proportion of programming at times when few instructional programs were shown. Thus nearly three quarters of hours and programs on weekends were distributed by PBS; and the weekday period from sign-on to the end of the school day contained 29.3% hours (16.8% programs) distributed by PBS - well below the overall average.

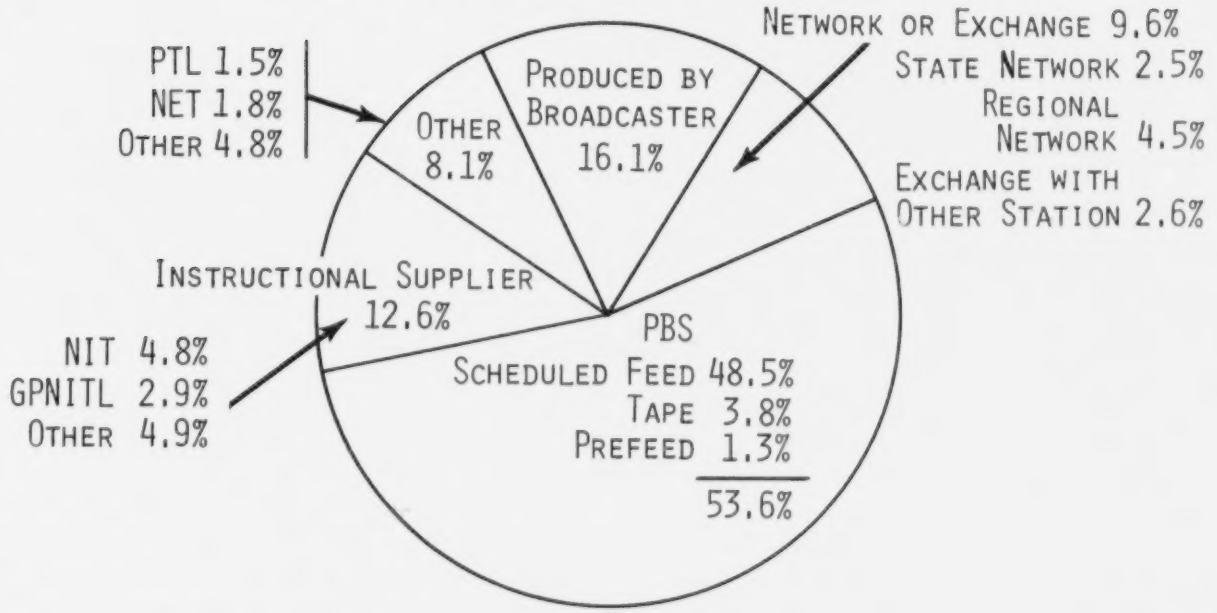
---

[1]Although the PBS interconnection provided 34.1 hours per broadcaster, 15.2 hours of this (44.4%) was broadcast after local recording and replay. This explains why 33.6 of all hours were transmitted via interconnection while a much higher proportion was distributed via interconnection.

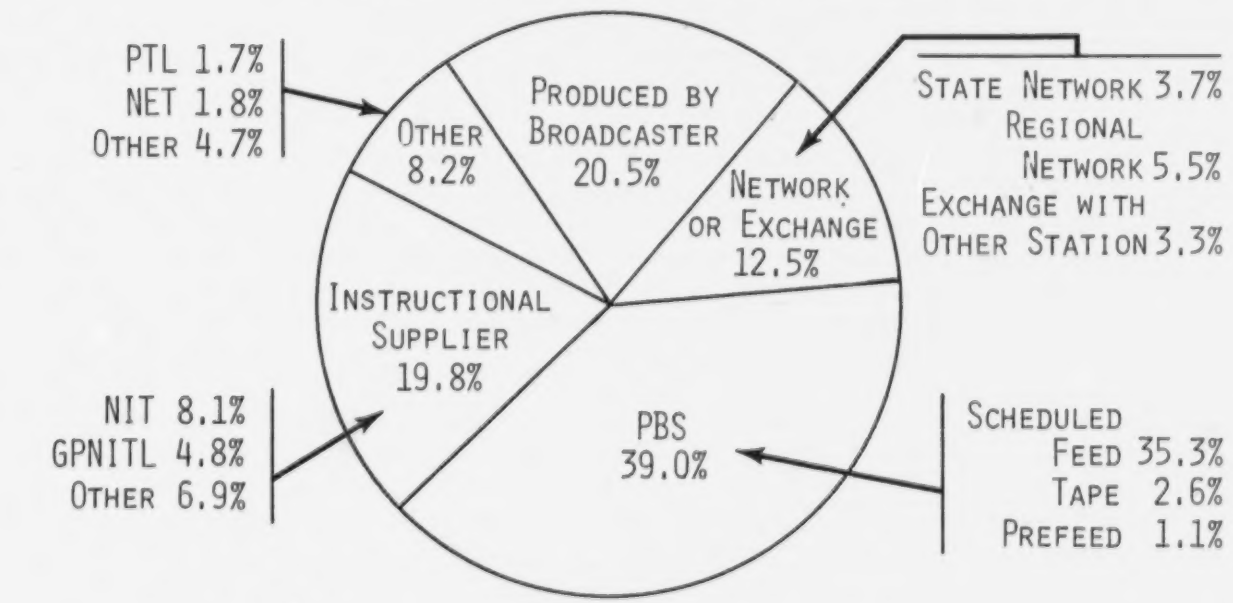
FIGURE I.4

PUBLIC TELEVISION PROGRAMMING BY SOURCE

A. TOTAL HOURS BROADCAST: 10,202



B. TOTAL PROGRAMS BROADCAST: 18,986



Without going into elaborate details, key differences between types of broadcasters in source of programming can be briefly summarized. High budget broadcasters produced more of their programs locally (about 20% of hours broadcast by the three highest budget categories) than low budget broadcasters (about 9% of hours broadcast by the two lowest budget categories). Southern broadcasters produced more (22.7%) hours locally than Central (11.6%), Eastern (13.6%) or Western (15.3%) broadcasters. Eastern broadcasters used their regional network - the Eastern Educational Network - to supply a total of 12.9% of broadcast hours; compared to this, all other broadcasters used regional networks for just 1.6% of their broadcast hours. University (12.8%) and Community (15.5%) broadcasters producer lower proportions of hours at their own facilities than State (16.6%) or School (24.5%) broadcasters. On the other hand, University (62.1%) broadcasters used PBS distribution for a higher percentage of their material than Community (50.9%), State (48.3%), or School (51.1%) broadcasters. There were no clear patterns in source of distribution by size of population served.

Target Audience and Age Groups

Of the 18,986 programs broadcast in the week studied there were 379 programs, 2.0% of the total programs broadcast, that were intended for one of six special audience groups. PTV broadcasters aired 29 programs for senior citizens, 214 programs for blacks, 44 programs for Mexican-Americans, 36 programs for other ethnic minorities, 46 programs for low socio-economic groups, and 10 programs for the handicapped. Thus, each broadcaster averaged 1.4 programs for blacks and the other groups received less than one program from each broadcaster. Forty broadcasters did not show any programs specifically designed for any of these groups.[1]

Of the 29 programs for senior citizens, 18 were local productions. Of the 214 programs for black viewers, 44 were locally produced (130 came from PBS - "Soul" and "Black Journal" were available). Local production also accounted for 23 of 44 programs for Mexican-American viewers, 20 of 36 programs for other ethnic minorities, and 14 of 46 programs for lower socio-economic groups.

[1] "Sesame Street" and "The Electric Company" are not included in this analysis, although they are intended for disadvantaged children, among others. Respondents sometimes included these programs in one of our "special" categories; but we removed them through internal analysis.

Raw figures are so small that they do not merit presentation[1] (e.g. low budget stations averaged one-sixth of a program for Mexican-Americans). Analysis of programming for special groups, however, produced some trends worth noting. Programming for special audiences increased for each increase in budget size; but since high budget broadcasters had more total hours, proportions of air time were relatively constant. When regions of the country were examined, it was found that Eastern broadcasters aired an average total of two hours and 12 minutes of programs for all racial minorities. This came to roughly twenty minutes per week more than stations in each of the other regions. No meaningful patterns appeared in the analysis by population size.

Figure I.5 gives the analysis of programming by age group of intended audience. Clearly, "Sesame Street" composed the bulk of programs for those under six (71% of all hours for children under six were from CTW), while the six to twelve and twelve to eighteen groups were the target audience for instructional programming. Adults and those under six have a higher proportion of hours than their proportion of programs while children from six to eighteen have a higher proportion of programs than hours. This reflects the fact that instructional programs are typically much shorter than general programs and "Sesame Street."

It is not surprising that the data presented in Figure I.6 indicate that programming for children under six was divided between school hours and early evening hours while programming for school children was almost entirely during school hours and programming for adults was mainly in the evening. An interesting finding was that the broadcasters in the highest budget category spent more hours and a higher proportion of their total air time (51%) on adults than broadcasters in the other four budget categories (44.2%). State broadcasters and School Board broadcasters spent a greater proportion of their broadcast hours with programming for children (57.1%) when compared to Community and University broadcasters (51.5%).

---

[1]There were many programs identified as for use by "other" special audiences; but we have not presented these figures since they are ambiguous, undefined, unreliable, and probably misleading.

FIGURE I.5

PUBLIC TELEVISION PROGRAMMING BY AGE GROUP

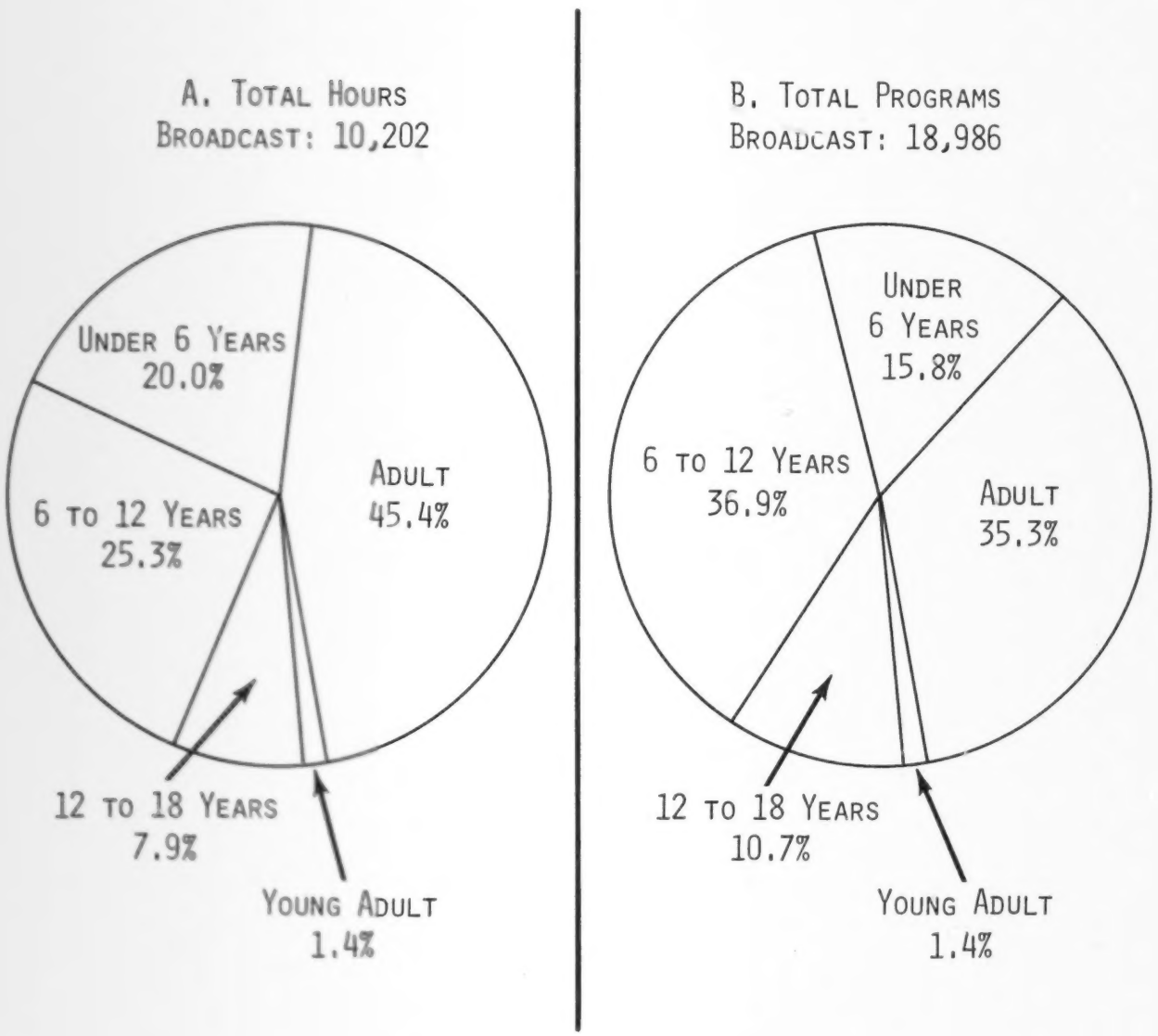
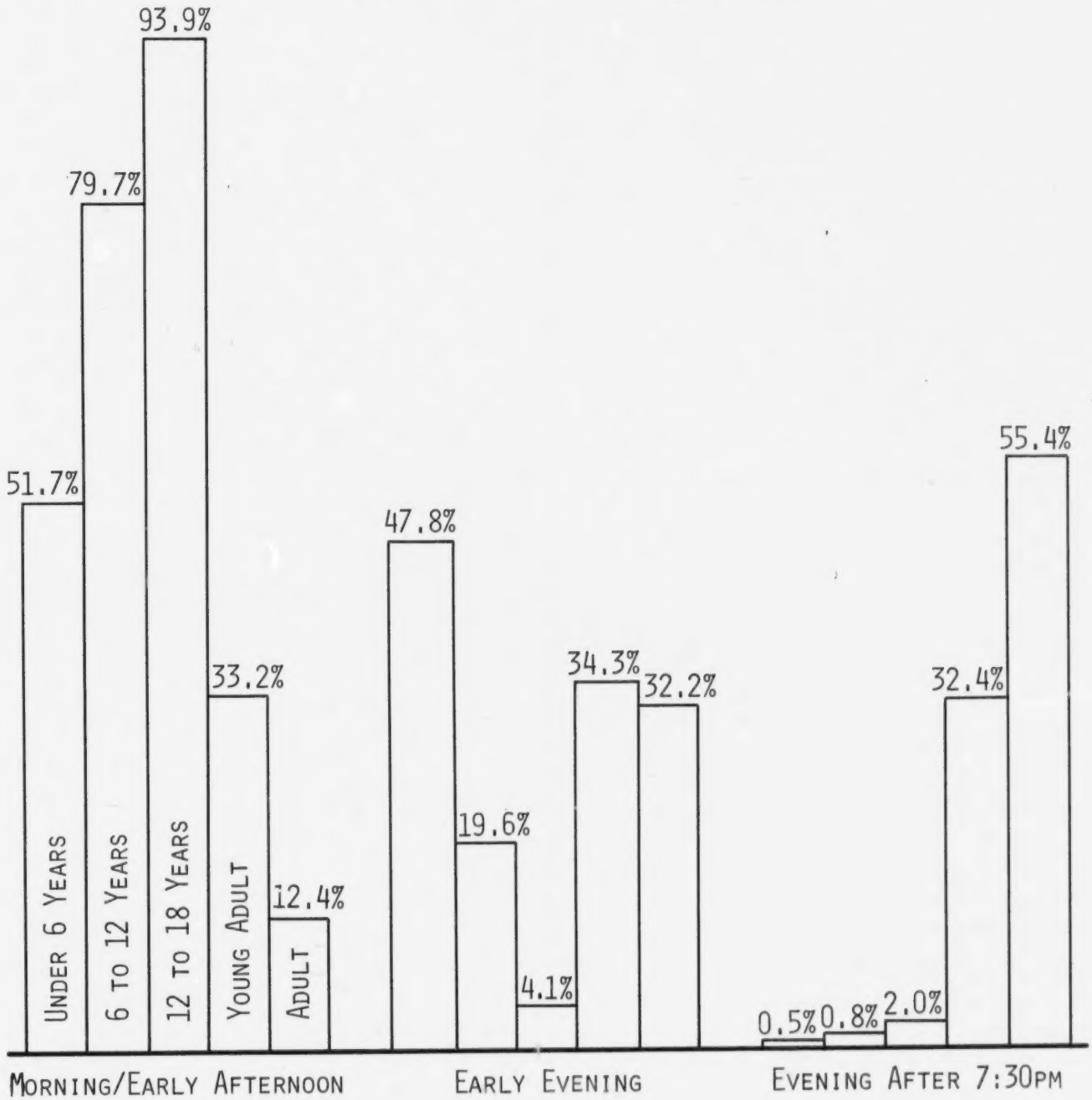

A. TOTAL HOURS BROADCAST: 10,202
UNDER 6 YEARS 20.0%
ADULT 45.4%
6 TO 12 YEARS 25.3%
12 TO 18 YEARS 7.9%
YOUNG ADULT 1.4%
B. TOTAL PROGRAMS BROADCAST: 18,986
UNDER 6 YEARS 15.8%
6 TO 12 YEARS 36.9%
ADULT 35.3%
12 TO 18 YEARS 10.7%
YOUNG ADULT 1.4%

FIGURE I.6

PUBLIC TELEVISION PROGRAMMING FOR SPECIFIC AGE GROUPS BY DAY PART

(Percent of hours to each age group)



CHAPTER II

Overview of Programming

The content of public television can be divided into four categories that are conceptually distinct: formal instructional programming, Children's Television Workshop productions, news and public affairs programs, and general-cultural-entertainment programs. Each of these types of content represents a significant portion of the public broadcasting week, and each shall be considered independently in the chapters that follow.

Strictly instructional programs represented 28.1% of all PTV air time during the week studied. However, the average length of an instructional program was only about twenty minutes. Since other types of programs were typically longer, instructional programs represented 43.5% of the programs shown by the average broadcaster. These figures represent 2,869 hours and 8,259 programs that 149 broadcasters said were strictly instructional, an average of 19.3 hours and 55.4 programs for each broadcaster.

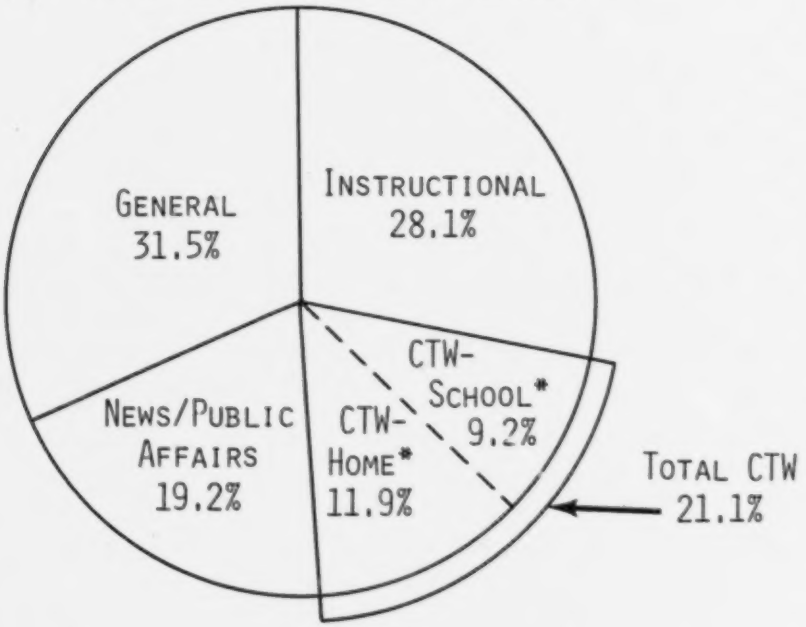
"Sesame Street" and "The Electric Company" - the two Children's Television Workshop productions - accounted for 2,157 hours and 2,889 programs during the week studied. Thus CTW productions represented 14.5 hours (21.1% of all hours) and 19.4 programs (15.2% of all programs) for each broadcaster. In Figure II.1 the CTW programs have been divided into two parts because it is possible to consider CTW material broadcast while school is in session ("CTW-school") as part of the public television material that is used in schools. Adding this group of programs to strictly instructional programs produces a total of 37.3% "instructional" hours and 50.2% "instructional" programs. (See discussion in "Definitions and Scope," Chapter III.)

News and Public Affairs programs have traditionally been considered to be a subset of "general" programming - although many people speak of their "instructional" value. They represent, however, a significant block of programming; and since they also have become something of a sensitive area, it seems that they

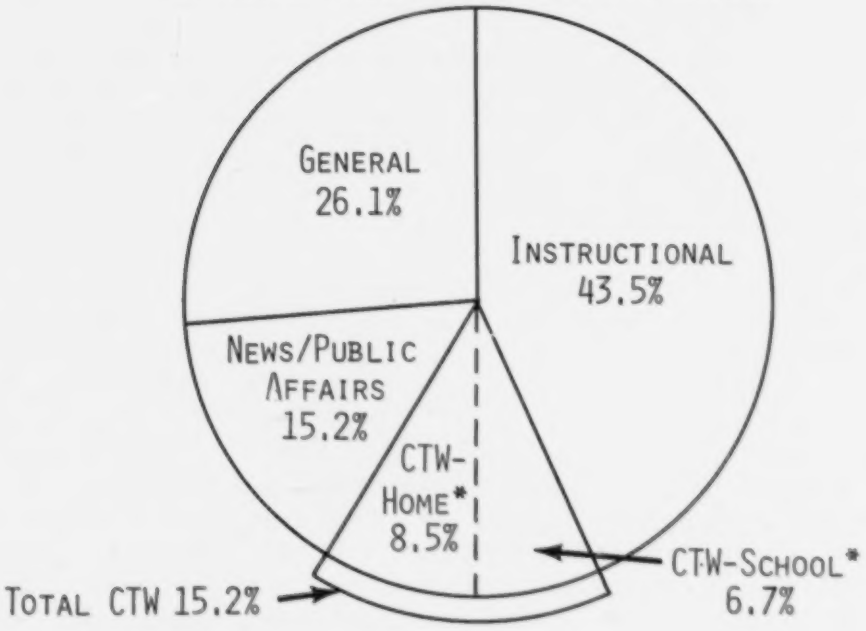
FIGURE II.1

PUBLIC TELEVISION PROGRAMMING BY TYPE OF PROGRAM

A. TOTAL HOURS BROADCAST: 10,202



B. TOTAL PROGRAMS BROADCAST: 18,986



*CTW PROGRAMS WERE DIVIDED INTO THOSE BROADCAST ON WEEKDAYS DURING SCHOOL HOURS AND THOSE ON WEEKENDS OR AFTER SCHOOL HOURS. THE FORMER ARE CALLED "CTW-SCHOOL" AND THE LATTER ARE CALLED "CTW-HOME" HERE. THESE ARE SHORT NAMES AND DO NOT IMPLY THAT CTW-SCHOOL PROGRAMS WERE FOR SCHOOL USE OR NOT VIEWED AT HOME BY PRE-SCHOOLERS.

deserve independent treatment. Broadcasters devoted 1,958 hours, covering 2,877 programs, to news or public affairs during the sample week. This represents 13.1 hours (19.2% of all hours) and 19.3 programs (15.2% of all programs) of news or public affairs for each broadcaster.

The fourth broad category of PTV programming is ambiguously called "general" content. So far, it has been defined by what it is not - not news, not instruction, not CTW. Chapter VI will give the details of this general content. Public broadcast schedules included 3,217 hours, covering 4,961 programs, of culture, entertainment, variety, drama, etc. This means that the average broadcaster transmitted 21.6 hours (31.5% of all hours) and 33.3 programs (26.1% of all programs) of this type of content.

For comparison, Figure II.2 presents a division of the programs distributed by the three commercial television networks during the week of this study, and a division of the programs distributed by the Public Broadcasting Service.[1] Please note that more than a third of the "News/Public Affairs" content of the commercial networks was in the form of regularly scheduled news summaries, and that less than a third of these programs were broadcast after 7:30 pm. (Less than 4% of all commercial network programs were news, public affairs, or documentary programs in prime time. This survey was taken during a period of great interest in the 1972 presidential primary elections; yet the commercial networks produced less than one hour each on the subject.) Note, too, that commercial "children's" programs were almost entirely animated or comedy. Of 20.5 hours for children, only thirty minutes were devoted to informing children, perhaps another five hours of "Captain Kangaroo" might be added to this; the rest of the commercial network children's programs were strictly entertainment.

The overall public television schedule was very different at different times of the day. When school was in session, 65.6% of all air time was devoted to instruction and another 24.7% of air time was given to CTW programs, which were sometimes used in schools. Thus, as much as 90.3% of public broadcasting time during the school day had explicit instructional value. After school was out the content of programs shifted. CTW programs were shifted. CTW programs were shown (or repeated) for the benefit of children (and parents?) who had come home. In the early evening period, public broadcasters also began their general programming - although some of this represented repeated programs.

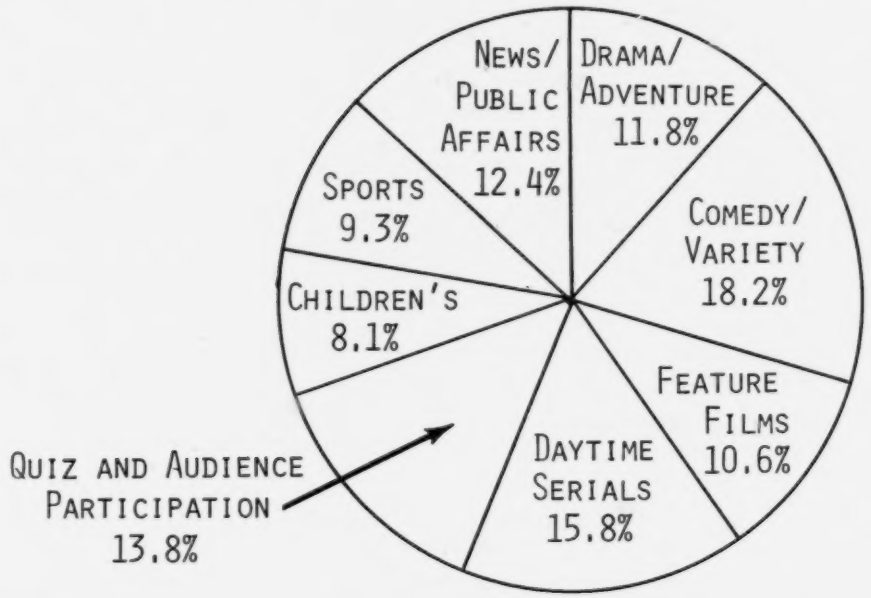
[1] This is a division of the 29 hours of "first-run" material from PBS; it excludes repeats and is not a direct reflection of overall PTV schedules.

FIGURE II.2

NETWORK-SUPPLIED PROGRAMMING BY TYPE OF PROGRAM

A. COMMERCIAL NETWORK PROGRAMMING BY TYPE OF PROGRAM

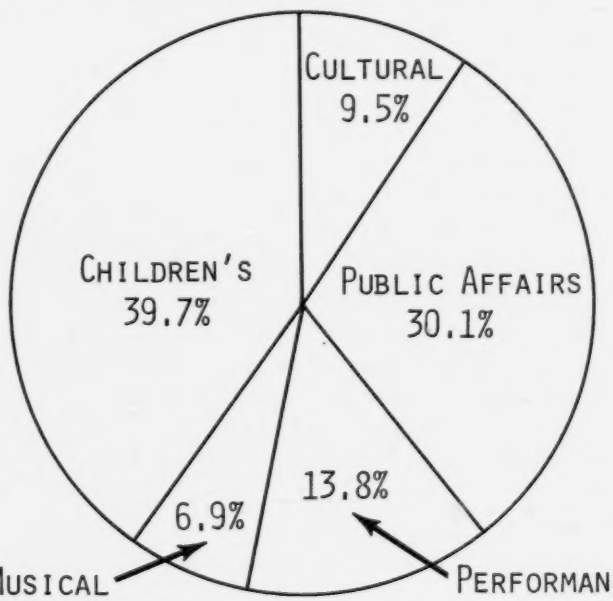
TOTAL HOURS DISTRIBUTED BY 3 NETWORKS: 253



SOURCE: PUBLISHED COMMERCIAL NETWORK SCHEDULES, APRIL 1972

B. PUBLIC BROADCASTING SERVICE - SUPPLIED HOURS BY TYPE OF PROGRAM*

TOTAL HOURS DISTRIBUTED BY PBS: 29



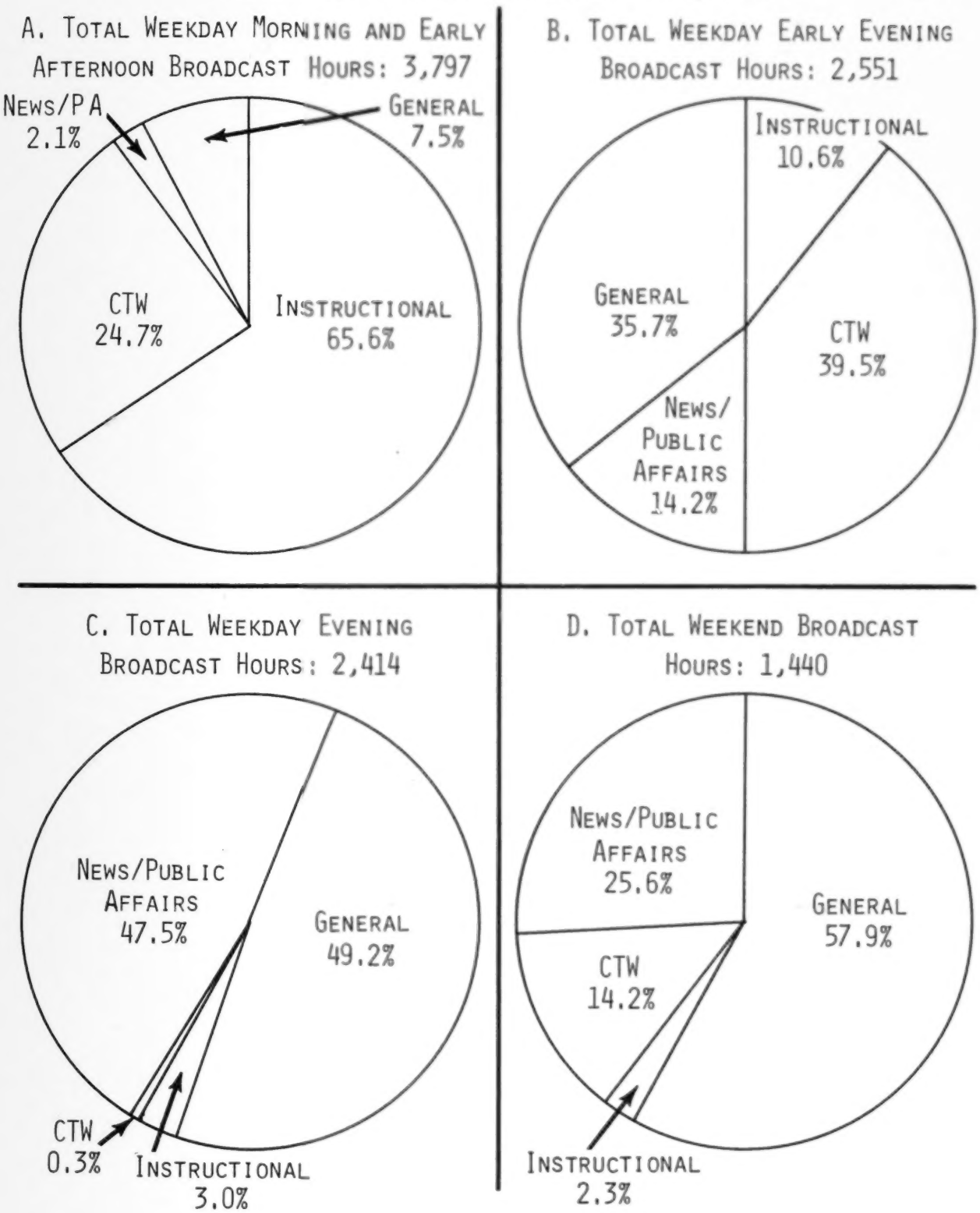
* TYPOLOGY IS FROM PBS

Weekday "prime" time consisted almost entirely of what has been called "general" programming in the past. A closer look revealed that 47% of weekday evening program hours were devoted to news or public affairs, with another 49% devoted to other types of general programming. On the weekends there was 14% representation of CTW programs, a 25.6% proportion of news/public affairs (lower than in weekday prime time) and 57.9% of the hours were general programming - including a large number of repeated programs. (See Figure II.3.)

Chapters III, IV, V, and VI will treat each program category in more detail.

FIGURE II.3

PUBLIC TELEVISION PROGRAMMING BY DAY PART



CHAPTER III

INSTRUCTIONAL PROGRAMMING

Definition and Scope

The advent of "Sesame Street" several years ago severely compounded the difficulty of defining "ITV" programs. To some extent, this study continued to use questionable methods by simply asking respondents to indicate either "instructional" or "general" as a category for each program. Later, we managed to remove CTW programs from this dichotomy through internal analysis; but a look at the responses to CTW programs provides a useful insight. The "instructional" label was applied to 42% of the episodes of "Sesame Street" and "The Electric Company." Clearly, respondents differed in their definition of the concept or use of CTW programs. We are left with an analysis of the remaining "instructional" programs in the PTV schedules - those given the label and not produced by CTW. Analyses of these programs raise our confidence that coding discrepancies were minimal among them. There seems to have been considerable similarity of duration, sources of distribution, air time, day of week, and subjects covered. There are also clear links between data for this report and data for "ITV" programming in the years before CTW existed.

This chapter will deal primarily with numbers of programs and hours for PTV broadcasters; but, unlike later chapters, it will put emphasis on programs. When the topic is formal education, we are dealing with the interface between broadcasting and schools. At such a point, each instructional program may be more usefully considered to be a whole unit of instruction rather than a number of minutes of a given type. (The latter approach seems more appropriate for discussions of purely "broadcasting" phenomena.) When comparisons over time are made, units of analysis will be those which provide the best fit with earlier data.

Figure III.1 presents average hours per station of instructional programming. Point A indicates the number of hours that was calculated for instructional programs plus CTW programs in school hours, point B indicates the hours calculated when CTW programs are not included in the total. The interpretation of trends depends entirely on whether the correction is applied. Figures for 1970 did not include "Sesame Street," which had just made its first impact.

At any rate, programming called instructional in this report accounted for 28.1% of all broadcaster air time and 43.5% of all programs shown by broadcasters. The average broadcaster carried 19.3 hours and 55.4 programs of this type of programming. Instructional programs amounted to 78.4% of all programs broadcast between sign-on and the end of school on weekdays. When added to the 13.3% of programs in this time produced by CTW, the total comes to 91.7% of all programs. (Some sign-on time may have been prior to the start of school.) From another viewpoint, we found that 91.1% of all instructional (not CTW) programs were broadcast during this time period. Instructional programs broadcast at other times included many of the adult education and vocational programs that will be considered later in this chapter.

Subject Areas and Grade Levels

The proportions of hours and programs devoted to various instructional subjects were roughly the same and tended to be quite similar to proportions reported for 1970 - which were computed from a slightly different unit of measurement. The only important change in two years was the drop in programming for the physical sciences from 18.7% of station hours in 1970 to 14.9% of broadcaster hours in 1972.

Nearly two thirds of all instructional programs were at the elementary school level, with another quarter of the programs at the junior and senior high school level. Among kindergarten to third grade programs, 21.0% were language arts or literature, 17.5% were music or dance, 16.0% were social science, 13.7% were physical sciences, 7.6% were fine art, and 6.4% were mathematics. Among 4th to 6th grade programs, 22.4% were social sciences, 18.5% were

TABLE III.1

Instructional Programming by Subject Area

Subject Area	(Total Instructional Programs: 8,259)	(Total Instructional Broadcast Hours: 2,869)
Social and Behavioral Sciences	24.7%	26.5%
Language Arts and Literature	16.8%	16.4%
Physical Sciences	15.3%	14.9%
Music and Dance	8.6%	7.2%
Fine Arts	6.0%	5.4%
Mathematics	5.5%	5.2%
Health, Safety and Phys. Ed.	4.4%	4.3%
Foreign Language	4.4%	3.8%
Education	3.7%	5.1%
All Others (less than 2% each)	10.6%	11.1%

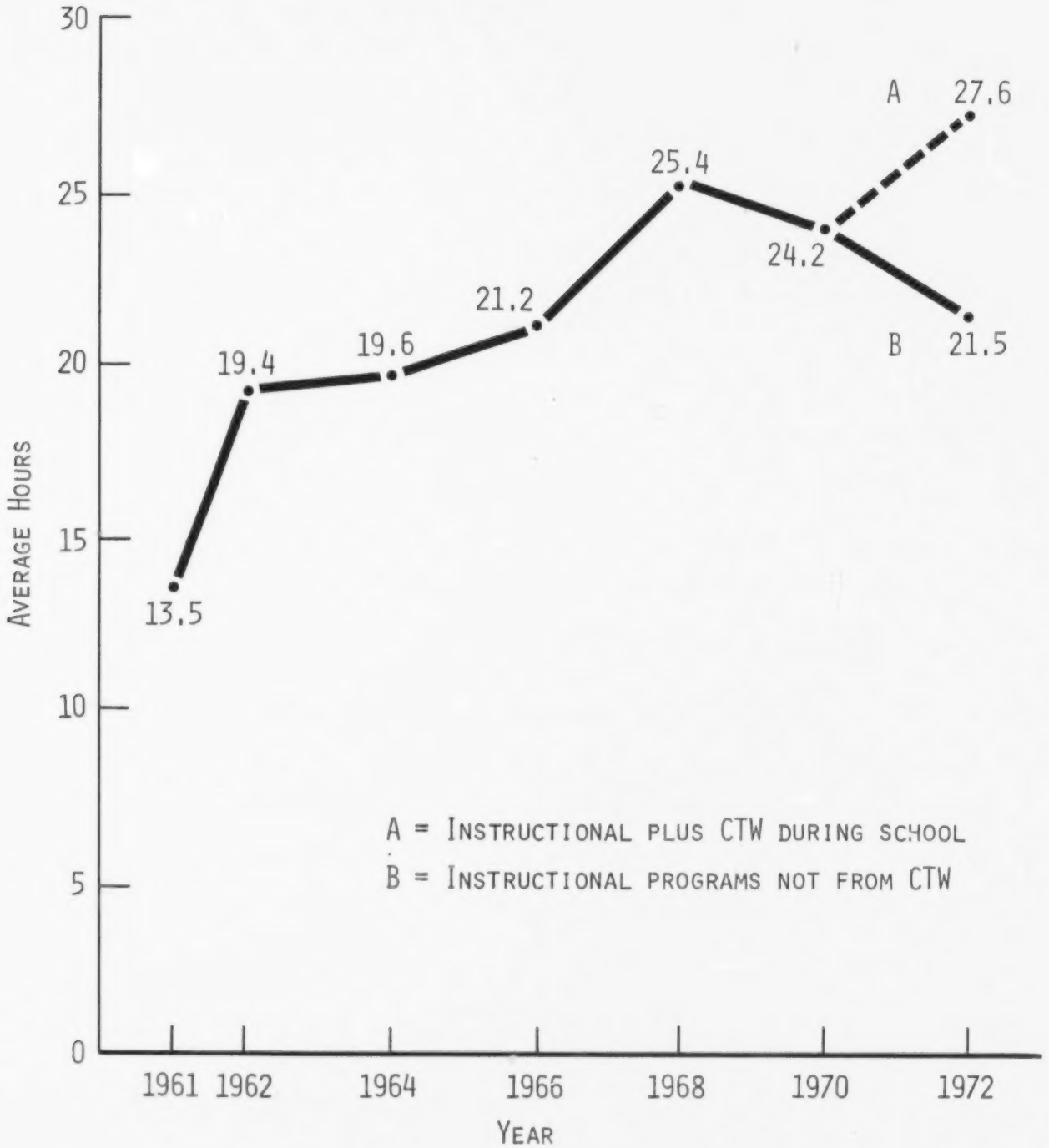
TABLE III.2

Instructional Programming by Grade Level

Grades	(Total Instructional Programs: 8,259)	(Total Instructional Broadcast Hours: 2,869)
K - 3	28.8%	23.6%
4 - 6	36.2%	33.5%
7 - 9	13.8%	14.2%
10 - 12	11.1%	13.6%
College	3.4%	5.0%
Adult	6.3%	9.6%
No Response	0.4%	0.5%

FIGURE III.1

AVERAGE BROADCAST HOURS PER STATION OF INSTRUCTIONAL PROGRAMMING



physical sciences, 9.0% were language arts, 8.7% were music and dance, 8.1% were fine art, 6.3% were literature, and 6.0% were foreign language. Among 7th to 9th grade programs, 35.6% were social sciences, 19.1% were physical sciences, and 11.3% were language arts. Among 10th to 12th grade programs 46.0% were social sciences, 7.5% were physical sciences, 10.7% were literature, and 5.8% were foreign language. College programs included 28.5% social sciences, 19.6% education, 18.9% physical sciences, 8.6% language arts, and 7.1% foreign language.[1] Adult education content will be covered in a later section of this chapter.

Sources of Distribution

The sources of distribution of instructional programming hours are detailed in Figure III.2. One notable change since 1968 has been the continued increase in programs distributed by instructional television centers. In 1968, they provided 11% of station ITV hours, in 1970 they provided 35.8% of station ITV hours, and in 1972, they provided 40.8% of broadcaster ITV hours (7 hours 51 minutes per broadcaster). The use of local instructional programming, as described in Figure III.3 did not decline further in 1972. In fact (ignoring the differences in units measured) it seems to have increased.

As Figure III.4 shows, the bulk of instructional programs were recorded for presentation; and since only 2.0% of the programs were distributed by nationally interconnected organizations, we can conclude that most of the 14.9% of interconnected distribution was at the state and regional level.

Color and Repeats

The number of hours (4.9 per broadcaster) and programs (13.3 per broadcaster) of instructional programming per week in color more than doubled between 1970 and 1972. However, the total (24% of instructional programs) is well below the average for all other content. Forty-seven per cent of programs shown were repeats from within the past seven days. This means that about 90.0% of all programs were repeated. Also interesting is the fact that 60% of

[1]Percentages reported are based on instructional programs to grade levels. Other categories included less than 5% each of ITV programs to the respective grade levels.

FIGURE III.2

INSTRUCTIONAL PROGRAMMING BY SOURCE

TOTAL INSTRUCTIONAL BROADCAST HOURS: 2,869

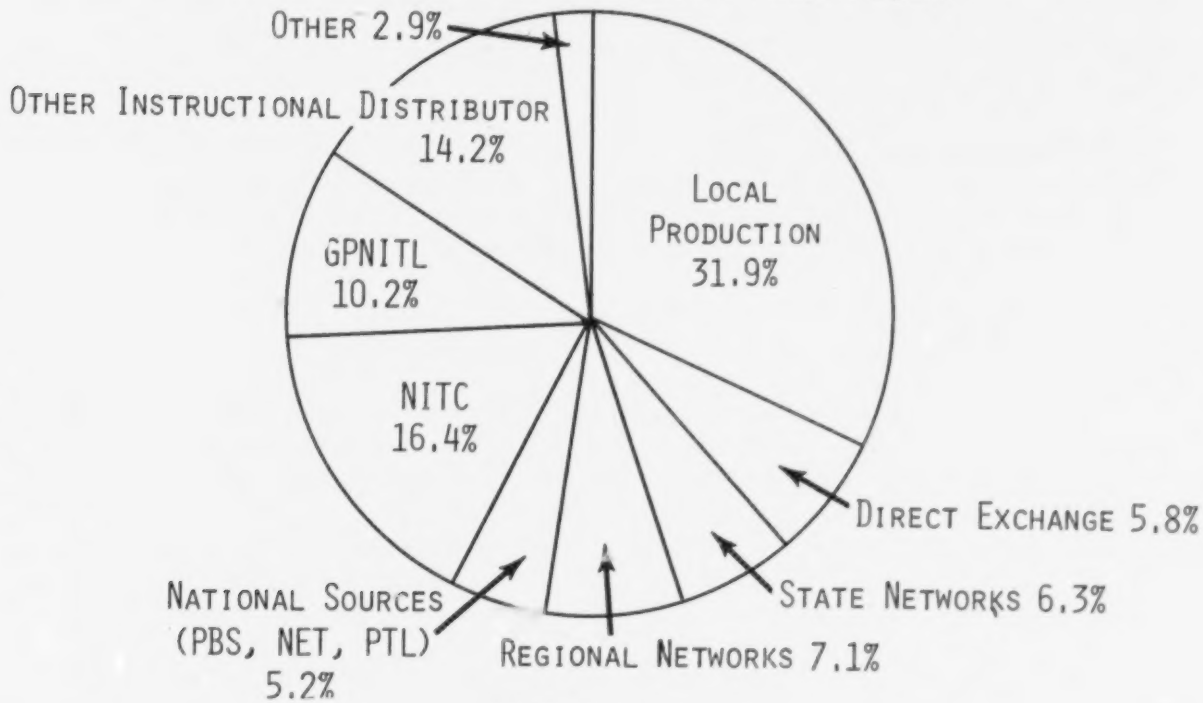
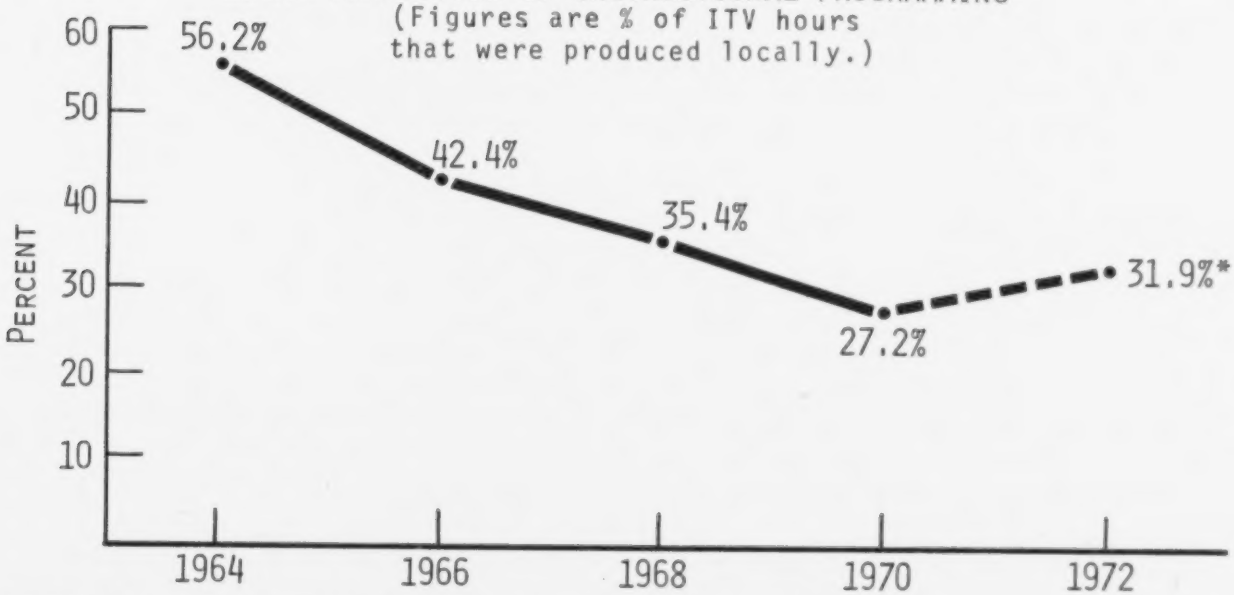


FIGURE III.3

LOCAL PRODUCTION OF INSTRUCTIONAL PROGRAMMING*

(Figures are % of ITV hours that were produced locally.)

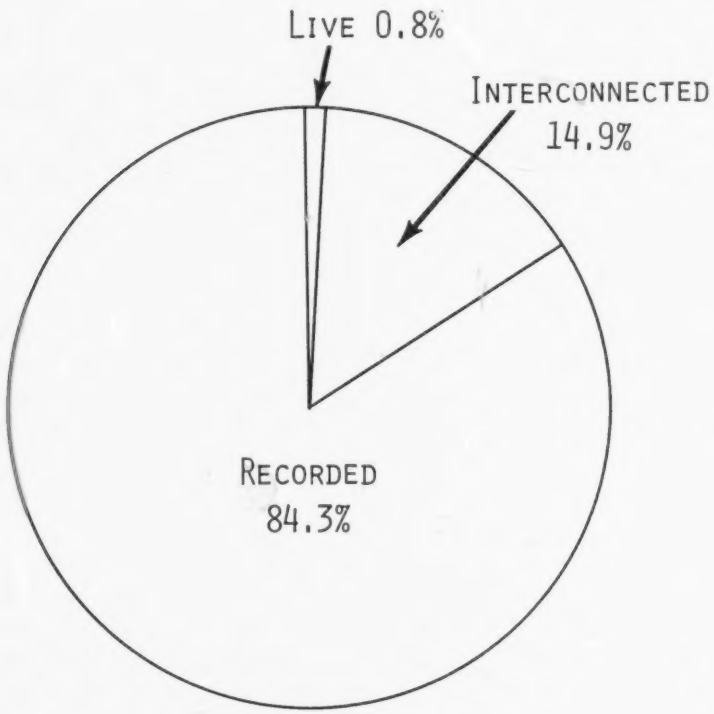


*1964 TO 1970 PROPORTIONS OF STATION-HOURS, 1972 PROPORTIONS OF BROADCASTER HOURS.

FIGURE III.4

INSTRUCTIONAL PROGRAMMING BY TYPE OF TRANSMISSION

TOTAL INSTRUCTIONAL PROGRAMS BROADCAST: 8,259



the programs had been shown prior to the start of the academic year while 40% of the programs had not been shown before September 1, 1971. This implies that a considerable number of instructional programs (22 programs per broadcaster in a single week) were new that year to that broadcaster; but instructional programs were much more likely to be "old" than the other three types of programs, none of which included more than 21.3% "old" programs. (See Figures III.5 through IV.7.)

Types of Broadcasters

Patterns produced by averages and proportions of programs over broadcaster types were nearly identical to patterns produced by averages and proportions of hours of programming. Only the latter are presented in Figure III.8 so that they may be compared with similar figures in the following chapters.

It can be seen that both the number of hours per broadcaster and the proportion of total hours devoted to instructional programming are higher for the three highest budget groups than for the two lowest budget groups. In part, this reflects the inability of the lower budget broadcasters to purchase instructional programs--the PBS news and general programs and the CTW productions are provided free of charge. However, there is not a clear causal link between budget and instructional programming. In some cases the causality may be reversed: instructional programs increase budget size by "earning" income from school systems that pay broadcasters for instructional programs. In addition, the average hours per broadcaster for the highest budget group are deflated by the presense of secondary schedules for multi-broadcaster licensees. Also, considering regional response, Western and Outlying broadcasters devoted fewer hours and a slightly lower proportion of their air time to instructional programs. Southern broadcasters devoted a somewhat higher proportion of their air time to instructional programs. Eastern and Central broadcasters were between the Western and Southern proportions.

When broadcasters were divided by licensee category, there were some clear distinctions. State and Community broadcasters were highest in instructional hours, but State and School broadcasters were highest in proportion of hours devoted to such programs.

FIGURE III.5

INSTRUCTIONAL PROGRAMMING BY COLOR AND BLACK AND WHITE

TOTAL INSTRUCTIONAL PROGRAMS BROADCAST: 8,259

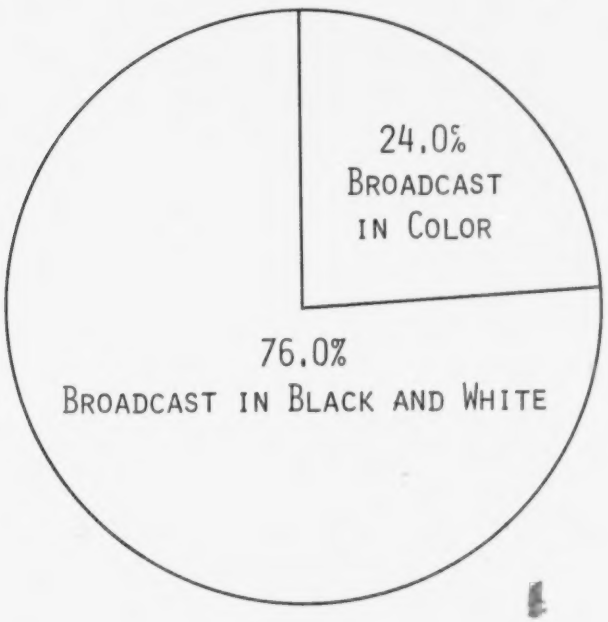


FIGURE III.6

INSTRUCTIONAL PROGRAMS REPEATED WITHIN SEVEN DAYS

TOTAL INSTRUCTIONAL PROGRAMS BROADCAST: 8,259

FIGURE III.7

INSTRUCTIONAL PROGRAMS REPEATED FROM PRIOR YEARS

TOTAL INSTRUCTIONAL PROGRAMS BROADCAST: 8,259

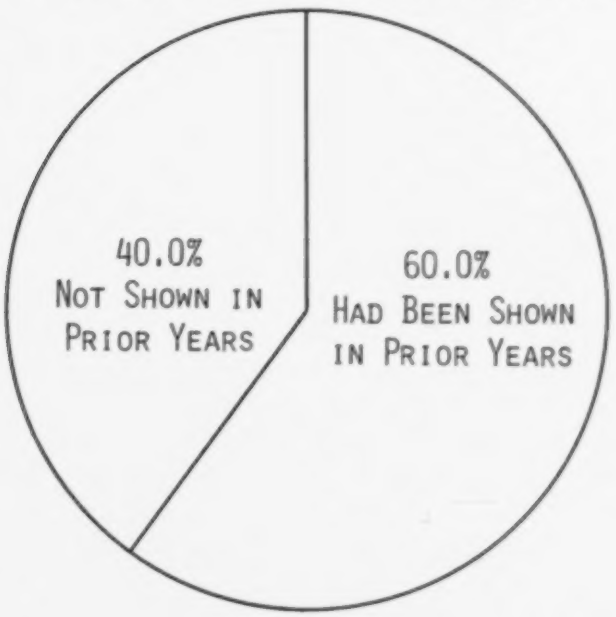
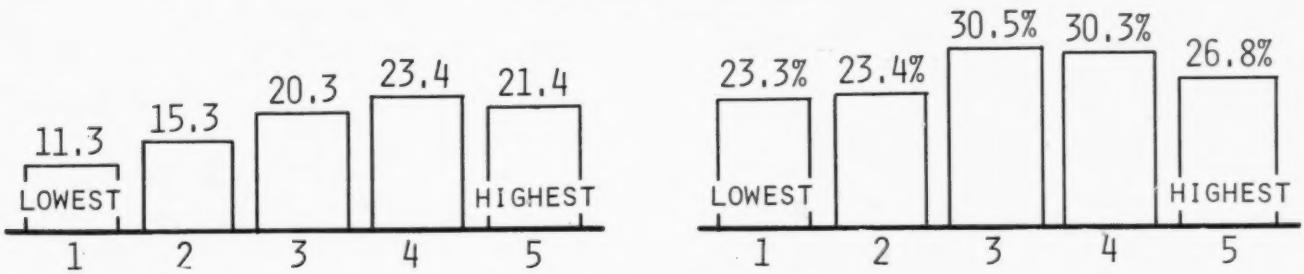


FIGURE III.8

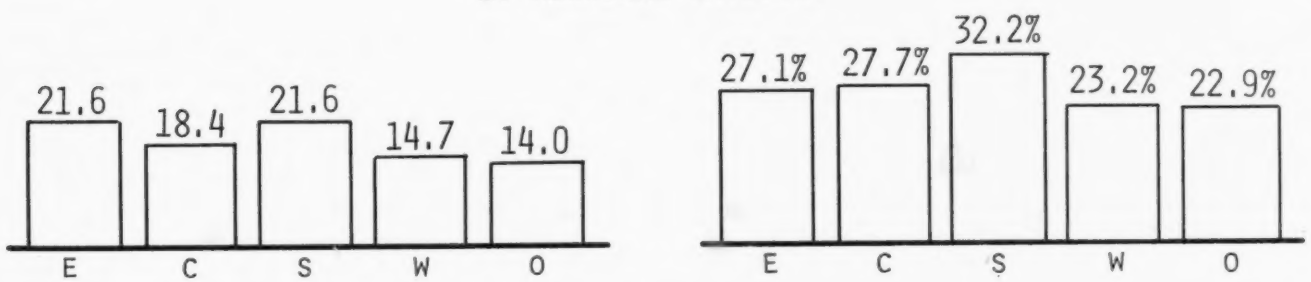
INSTRUCTIONAL PROGRAMMING BY BROADCASTER TYPE*

(I) HOURS PER BROADCASTER (II) AS PERCENT OF BROADCASTER WEEK

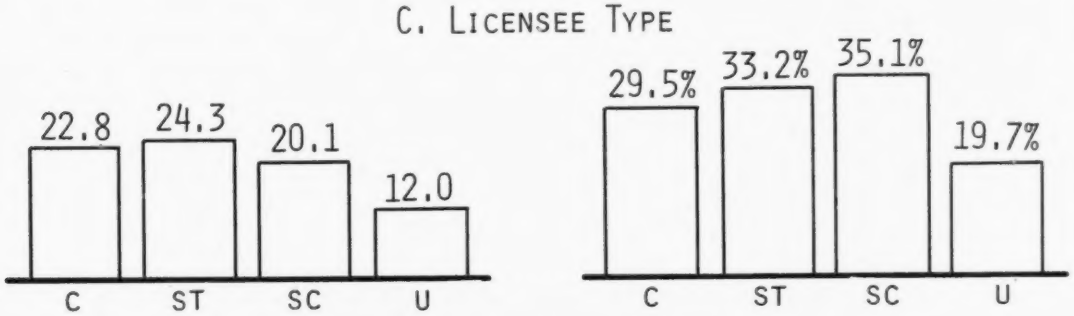
A. BUDGET CATEGORY



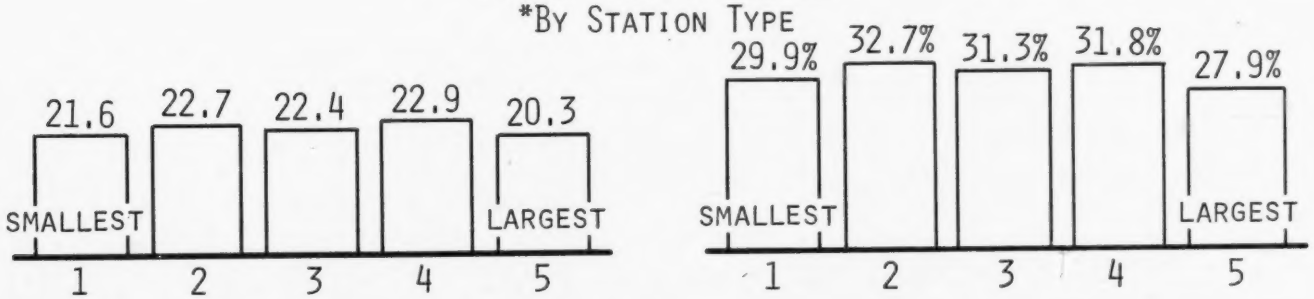
B. REGIONAL CATEGORY



C. LICENSEE TYPE



D. POPULATION SERVED
*BY STATION TYPE



Institutions of higher education provided far fewer hours per week and a much lower proportion of total air time to instructional programs.

The size of the population served seems to make no difference in proportions of hours of instruction. For these categories, instructional hours per station are very closely tied to total hours per station.

Supplementary Materials

Supplementary materials were supplied for 81.3% of all instructional programs broadcast during the sample week. These materials tended to be distributed in proportions similar to the proportions of subject areas presented in Table III.1. Roughly 71.6% of all instructional programs were supplemented with teacher guides, 3.6% of the programs were accompanied by student workbooks, 0.2% (19 programs) were accompanied by kits of slides or other devices, and 4.3% were accompanied by a combination of teacher and student material. All this means that teachers were receiving material relating to most instructional programs used in schools; but no more than 7.9% of the instructional programs were supplemented with materials for students.

Budget and licensee type categories were examined to see if different types of broadcasters provided different amounts of supplementary materials. Table III.3 indicates the uneven distribution of such materials by different categories of two key variables. The distribution by budget category is uneven and Institutions of Higher Education clearly provide less supplementary material than the other licensee types.

TABLE III.3

Programs Provided with Supplementary Material by Budget Size and Licensee Type

Budget Size			Licensee Type	
(lowest)	1.	80%	Community	80%
	2.	63%	State	74%
	3.	77%	School	85%
	4.	85%	University	67%
(highest)	5.	83%		

Vocational Education and Continuing Education

Two per cent of all programs were aimed at vocational or technical training. These represented 4.7% of all instructional programs, or 2.6 programs per broadcaster. A quarter of the vocational or technical programs were related to education and teacher training, 17% had to do with the social sciences, 12% covered the physical sciences, and the rest were scattered over a wide variety of subjects from fine arts to health. Only 2.1% of the vocational or technical programs were broadcast on weekends and 25.2% of these programs (30.5% of hours) were broadcast after the end of the school day. Earlier data make differences by licensee type rather expected. Local School Board licensees devoted more of their programs (4.0%) and time (3.3%) to this type of programming than State licensees (2.7% programs, 2.5% hours), Community licensees (1.7% programs, 1.5% hours) or University licensees (1.3% programs, 1.1% hours).

A different item asked whether the program was broadcast primarily as adult-continuing education. Of all programs broadcast, 4% or 777 programs (5.2 per broadcaster) were so designated. This category had considerable overlap with the vocational or technical group, 160 programs being placed in both groups. One hundred eighty-four of the adult education programs were teacher training, 156 programs were university extension courses, 77 programs were employee training, and 62 programs were related to high school equivalency diplomas. Looked at from another perspective, the figures indicate that 2.2% of instructional television programs were devoted to teacher training, 0.8% were devoted to high school equivalency, 1.9% were devoted to university extension services, 0.4% were devoted to adult literacy programs, and 0.7% were devoted to adult vocational programs. Proportions of hours were almost identical to those for programs.

It might be added that broadcasters supplied supplementary materials for 53.1% of the adult education programs they broadcast. For 777 programs, 22 (2.8%) were supplied with text books, 64 (8.2%) were supplied with workbooks, 171 (22%) were supplied with guides or course outlines, and 143 (18.4%) were supplied with some

combination of these. When time of broadcast is examined, we find that 511 adult education programs were broadcast on the weekend or after school was over. These amounted to 66% of all adult education programs and also account for nearly seventy per cent of the instructional programs broadcast outside school hours.

Changes in Service

In a separate item attached to the survey, respondents were asked if there had been changes over the past two years (i.e. from 1970 to 1972) in five types of instructional service to schools. The results of this item are summarized in Table III. 4

The results of this item indicate that, in the spring of 1972, many more broadcasters said they had increased all types of instructional services than said such services had remained unchanged or declined. There was an especially large reported increase in subject coverage.

TABLE III.4

CHANGES IN INSTRUCTIONAL SERVICE, 1970 - 1972

Type of Service	Proportion of Respondents Replying			
	Increased	Unchanged	Decreased	No Answer
Grade Coverage	33.3%	51.3%	2.6%	12.8%
Subject Coverage	58.0%	26.0%	2.6%	13.4%
Number of Schools Served	48.6%	24.7%	14.0%	12.7%
Utilization Services	40.0%	38.0%	6.0%	16.0%
Teacher Guides	42.0%	33.3%	7.3%	17.3%

CHAPTER IV

Children's Television Workshop Productions

For the purposes of this report, "Sesame Street" and "The Electric Company" were separated from other programs. Had they been included in other parts of this report, other analyses would have been confounded by the inconsistent coding of the programs by respondents. CTW programs were called "instructional" 42% of the time and "general" 58% of the time. Instead of arbitrarily assigning all these programs to one of the two categories or leaving the descriptions up to respondents - who provided honest opinions but scientifically unreliable data - CTW programs were removed from the pool of programs to which the "instructional/general" distinction was applied. A second problem was the analysis of programming for special audiences. CTW programs were designed for the underprivileged but are viewed by all socio-economic groups. Some respondents reported the programs as intended for low socio-economic viewers, most respondents did not. This report avoids judgments about where to put the CTW programs. If you wish to consider them instructional, add the totals to those in Chapter III. If you wish to consider CTW programs broadcast during school time, these data are given in Chapter II. The best way to deal with these extraordinary programs, however, is probably to treat them as the unique concept that they are.

During the week under consideration, "The Electric Company" was broadcast 1,449 times and "Sesame Street" was broadcast 1,440 times. These numbers represent an average of 19.4 programs per broadcaster representing 21.1% of all hours scheduled during the week. Since only five new episodes of each program were offered during the week, the average was almost two showings of each episode by each broadcaster. In fact, six broadcasters showed no CTW programs and six showed from one to nine programs; but of these twelve broadcasters, nine served communities that were shown the programs by a different public broadcaster. (For example, WTTW in Chicago showed 42 CTW programs but WXXW, which showed different programs in Chicago, did not broadcast any CTW programs.) Overall, 48.1% of CTW programs were repeat showings of episodes aired within seven days - a 92.6% repeat rate.

The 939 hours of CTW programs broadcast on weekdays during school time represented 24.7% of all public broadcasting in this time period. (One thousand two hundred and seventy-two programs represented 13.3% of the programs shown in this time period.) Thus, CTW programs occupied about a quarter of the air time available for broadcasts to schools. On the other hand, between the end of school and 7:30 pm on weekdays, CTW programs represented 39.5% of broadcast hours. After 7:30 pm, CTW programs were not broadcast. On weekends they accounted for 47% of Saturday programming prior to 7:30 pm and 7.8% of Sunday programming prior to 7:30 pm.

When CTW programming was examined by broadcaster type, a few differences appeared. Figure IV.1 presents comparisons of average hours-per-broadcaster of CTW material and percentage of broadcast week of CTW material. The bar graphs show that the broadcasters with the smallest budgets showed the highest proportion of CTW programs although they used the fewest number of hours. This is explained by the shorter overall broadcast week for these broadcasters.

Regional differences showed Southern broadcasters using fewer hours of CTW programs and Western broadcasters devoting a higher proportion of their air time to CTW than broadcasters in other areas. An analysis of data by type of licensee reveals that, although Community broadcasters devoted more hours to CTW programs, School and University broadcasters devoted the highest proportions of their broadcast week to the same material.

The analysis of stations by size of population served showed minor differences in hours per station; but since these were similar to differences in total hours, the proportions of total time were very similar across all categories of population served.

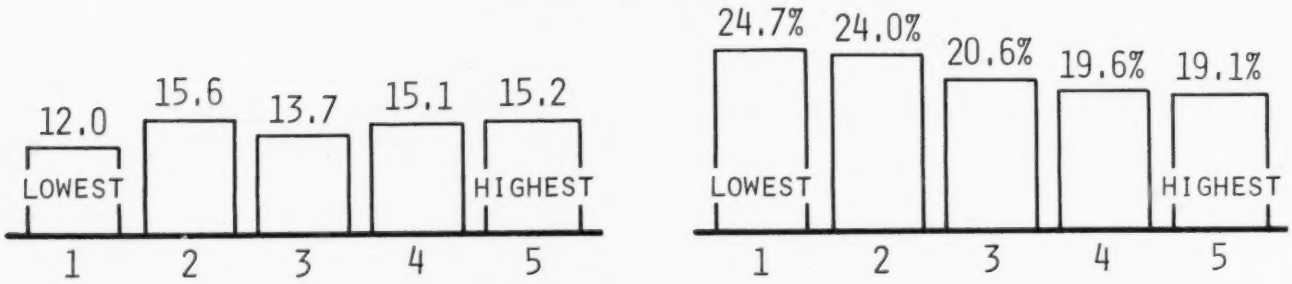
Of all broadcast hours of CTW programs, 40% were taken directly from the PBS interconnection, another 6.5% were broadcast from tape circulated by PBS, and the remaining 53.5% were recorded by broadcasters and played back at times of their own choosing. This high rate of recording of CTW material partially explains the finding that almost 12.3% of the hours of this material were broadcast in black and white, although all of it was produced and distributed in color. Some broadcasters were still limited to black and white transmission, while others did not have color tape facilities.

FIGURE IV.1

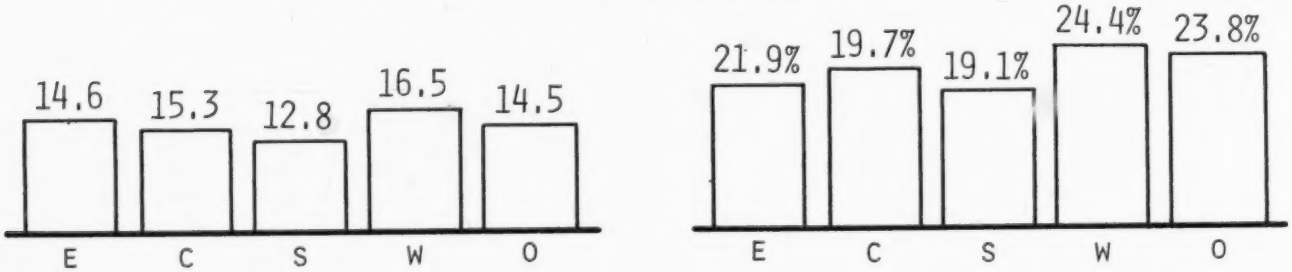
CTW PROGRAMMING BY BROADCASTER TYPE*

(I) HOURS PER BROADCASTER (II) AS PERCENT OF BROADCASTER WEEK

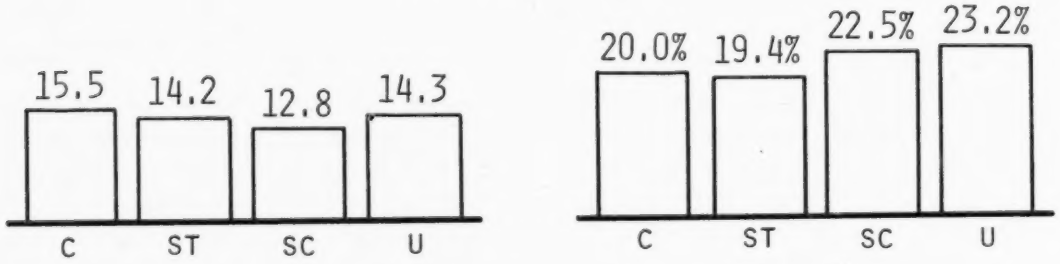
A. BUDGET CATEGORY



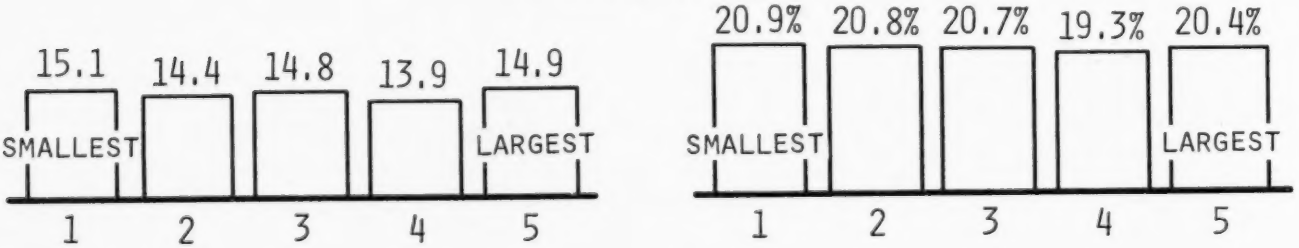
B. REGIONAL CATEGORY



C. LICENSEE TYPE



D. POPULATION SERVED
*BY STATION TYPE



CHAPTER V

News and Public Affairs Programming

From April 23 to April 29, 1972 public television broadcasters provided 2,876 news or public affairs programs to their viewers for a total of 1,958 hours. This amounted to 13.1 hours per broadcaster, 19.2% of all air time. One thousand, one hundred and forty-six hours of news/public affairs were broadcast during the evening on weekdays. These hours accounted for 58.5% of all news/public affairs hours and 47% of all weekday evening programming on public television. (See Figure V.1.) It should be noted, however, that the week in question was right in the middle of presidential primary campaigns in an election year. The proportion of news coverage may have been abnormally high.

Two different descriptive variables were applied to the content of news/public affairs programs. Respondents were asked to identify the format or nature of the programs and the scope of coverage. Thus, Figure V.2 indicates that when all news/public affairs programs are considered, 7.8% of the hours broadcast were news reports, 11.5% were documentary programs, 27.1% were news analysis, 12.3% were single topic news reports, and 41.2% were in the nebulous region of "Other" public affairs programming.

The percentages reported in Figure V.2 represent proportions of hours within news/public affairs programming. Naturally, the proportion of <u>total</u> broadcast hours is lower for each subcategory. Table V.1 indicates, for example, that news analysis represented 3.55 hours per broadcaster - 5.2% of average air time for the week. Single topic news reports and documentaries each amounted to about an hour and thirty-seven minutes of air time per broadcaster, roughly 2.3% of the broadcast week. News reporting took 1.5% of total hours broadcast, an average of just over an hour per week.

The other variable applied to news/public affairs programs is detailed in Figure V.3 and Table V.1. Respondents indicated that 39.6% of the hours of this kind of programming were devoted to national material, 5.6% were devoted to international material, and 28.3% were devoted to some combination of national and

FIGURE V.1

NEWS/PUBLIC AFFAIRS PROGRAMMING BY DAY PART

[Figures in brackets indicate news/public affairs broadcast hours]
(FIGURES IN PARENTHESES INDICATE TOTAL BROADCASTER HOURS)

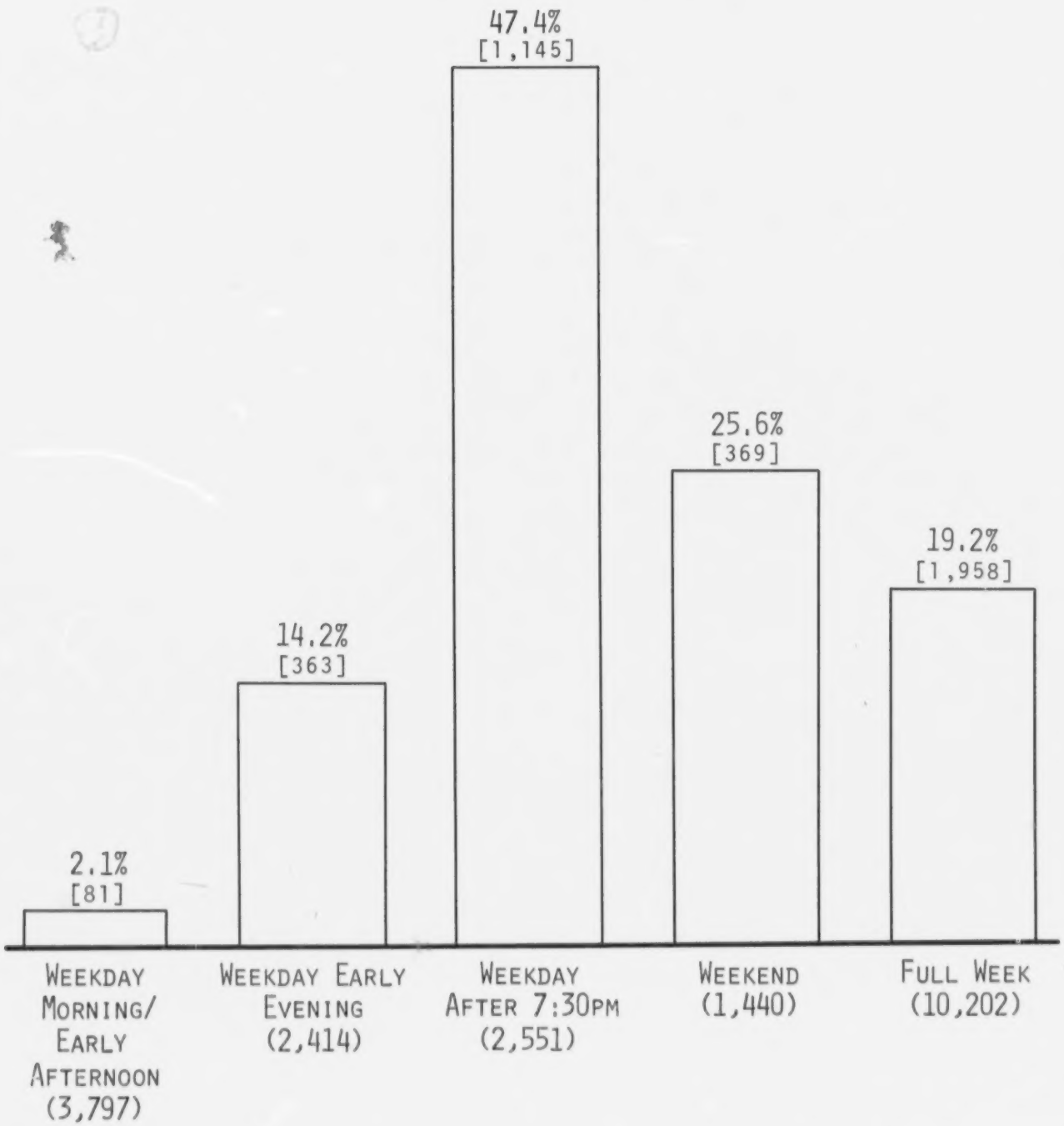


FIGURE V.2

NEWS/PUBLIC AFFAIRS PROGRAMMING BY FORMAT

TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958

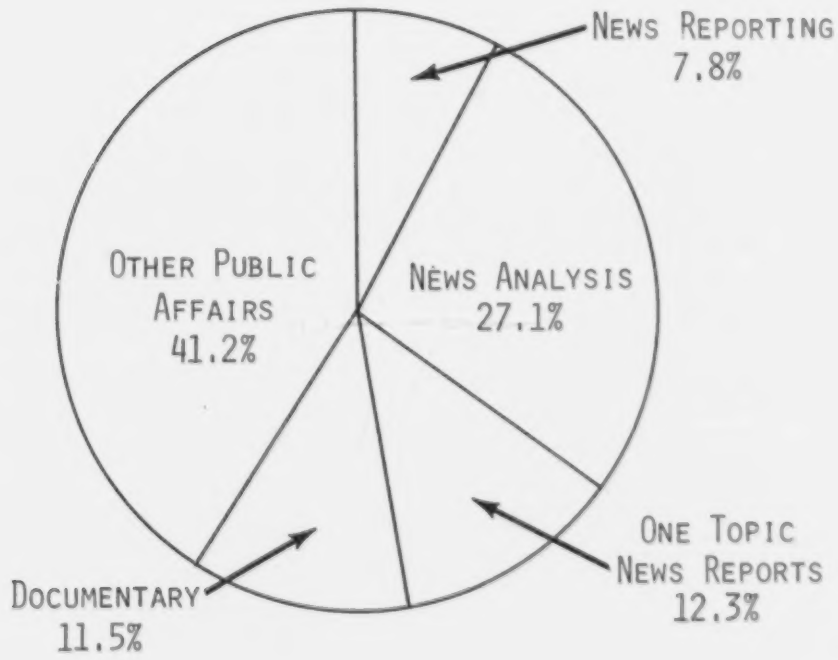
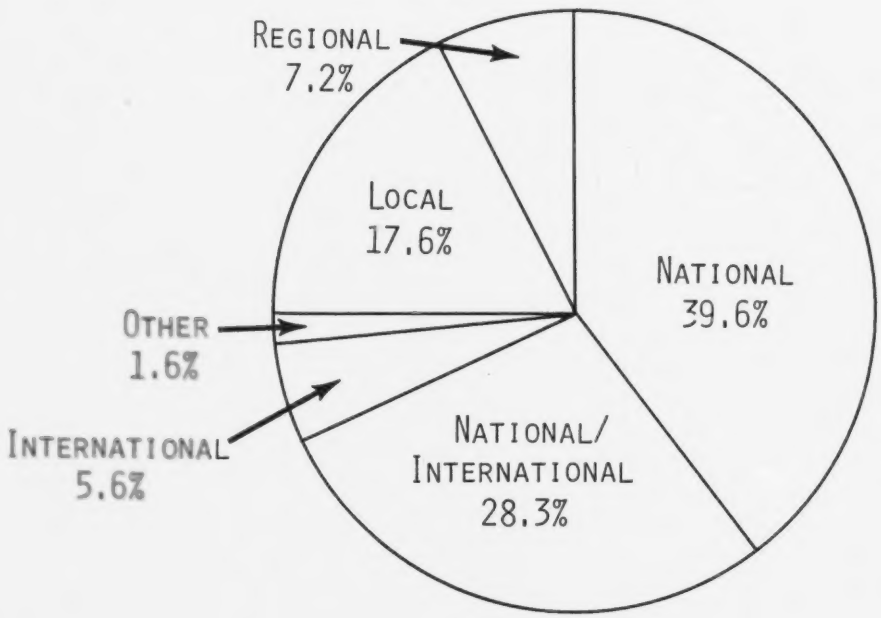


FIGURE V.3

NEWS/PUBLIC AFFAIRS PROGRAMMING BY SCOPE

TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958



international coverage. The total comes to 73.5% of news/public affairs air time devoted to national or international issues. Local and regional issues occupied 24.8% of the air time devoted to news or public affairs (4.3% of total air time).

TABLE V.1

News/Public Affairs Programming by Format and Scope as Percent of Total Broadcast Hours

Format	Percent of Total	Hours per Broadcaster	Scope	Percent of Total	Hours per Broadcaster
News Reporting	1.5%	1.03	Local	3.0%	2.08
News Analysis	5.2%	3.56	Regional	1.3%	0.86
Single Topic			National	6.8%	4.68
News Report	2.3%	1.62	National/		
...entary	2.2%	1.51	Internat'l	5.1%	3.55
Other P.A.	7.9%	5.42	Internat'l	1.0%	0.66
			Other/ No Answer	2.0%	1.31
Total	19.2%	13.1	Total	19.2%	13.1

It might seem that the PTV system was heavily weighted toward national and international issues. To some extent this was clearly true - and of course this was a hot national political season. However, it should be noted that broadcasters presented the PTV audience with 311 hours of local and regional news/public affairs programs during one week, an average of over two hours per broadcaster. These were not the same types of programs that were presented as local news by commercial stations - fires, crime, weather, and sports - rather, they tended to be documentaries, discussions, verbatim coverage, and in-depth reports of issues of local political and social significance.

A look at the patterns of news/public affairs programming by budget category shows that broadcasters with more money put more hours of this type of program on the air. However, since high budget broadcasters had longer total broadcast weeks, there was relatively little difference between proportions of news/public affairs programming for broadcasters with different levels of operating budgets.

The division of news/public affairs programming by region of the country indicates that broadcasters in the East devoted more time and a higher proportion of their time to this type of material than Central, Southern or Western broadcasters. Eastern stations received some of this material from their regional network. Those in the outlying areas provided viewers with relatively little news/public affairs material.

Among licensee types there were clear trends. Community broadcasters provided the most news/public affairs hours, next (in hours, higher in proportions) were broadcasters licensed to Institutions of Higher Education, next were the State run broadcasters, and last were the broadcasters licensed to Local School Boards - who broadcast less than 60% of the level of news/public affairs of Community broadcasters.

Stations serving the two highest population categories offered more hours and higher proportions of news/public affairs material than stations in categories #2 and #3; however, stations serving the smallest populations showed more hours and a higher proportion of these programs than any other stations. (See Figure V.4.)

The distribution of news/public affairs programs was in many ways unique among the four types of material considered in this report. Live broadcasts accounted for 11.2% of the hours (a little less than an hour and a half of live news/public affairs per broadcaster) of this type of program. (See Figure V.5.) These live hours represented more than two thirds of <u>all</u> live programming. Conversely, news/public affairs programs were least likely to be repeated within a week. Only 14.1% of these programs were repeats - which means that just 16.4% of all original showings were rebroadcast.

The average broadcaster produced 2.8 hours of news/public affairs programming for his own station. This accounted for 21.1%

of all the air time devoted to such programs. PBS was responsible for 59.1% of news/public affairs programming (7.8 hours per broadcaster) although Figure V.5 shows that 46.6% of all these hours were via interconnection. A significant proportion of news/public affairs programs fed by PBS must have been recorded from the feed and played at a different time. (See Figure V.6.)

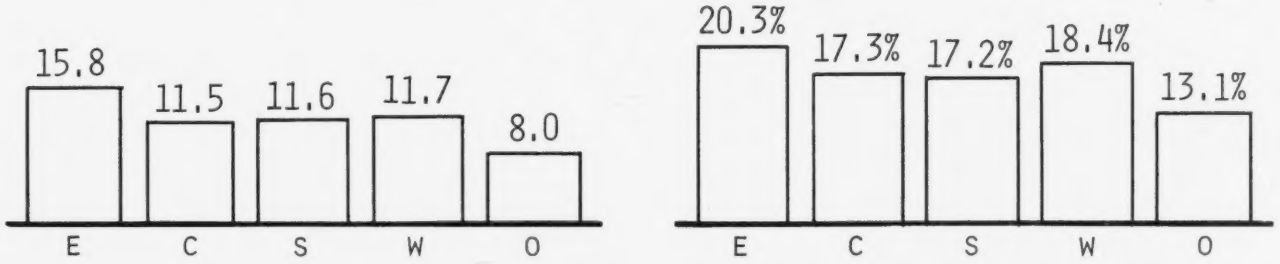
FIGURE V.4

NEWS/PUBLIC AFFAIRS PROGRAMMING BY BROADCASTER TYPE*

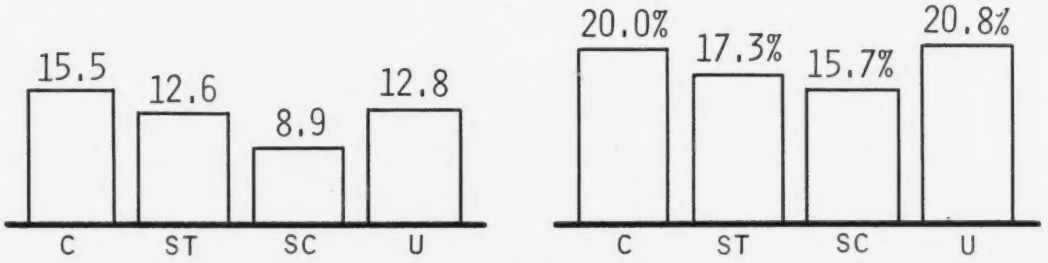
(I) HOURS PER BROADCASTER (II) AS PERCENT OF BROADCASTER WEEK

A. BUDGET CATEGORY

B. REGIONAL CATEGORY



C. LICENSEE TYPE



D. POPULATION SERVED
*BY STATION TYPE

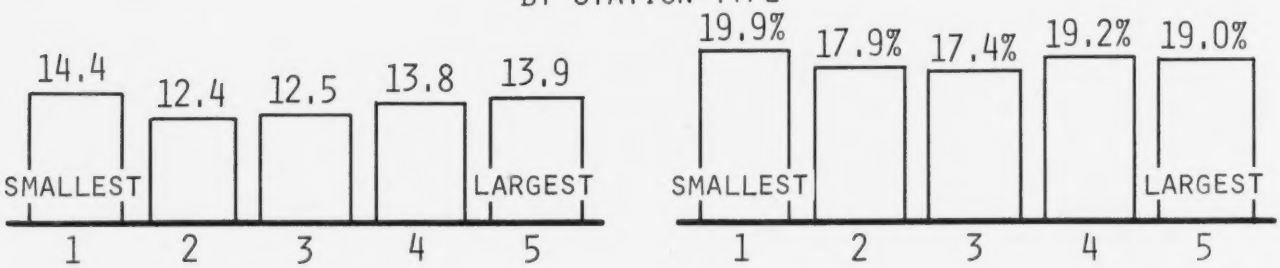


FIGURE V.5

NEWS/PUBLIC AFFAIRS PROGRAMMING BY TYPE OF TRANSMISSION
TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958

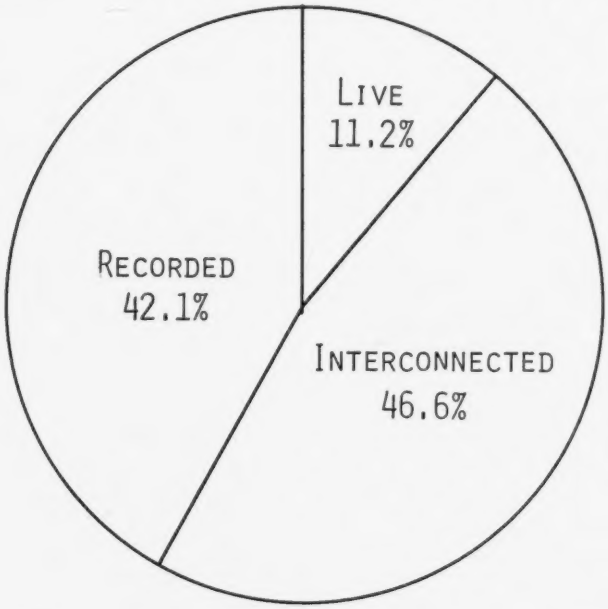
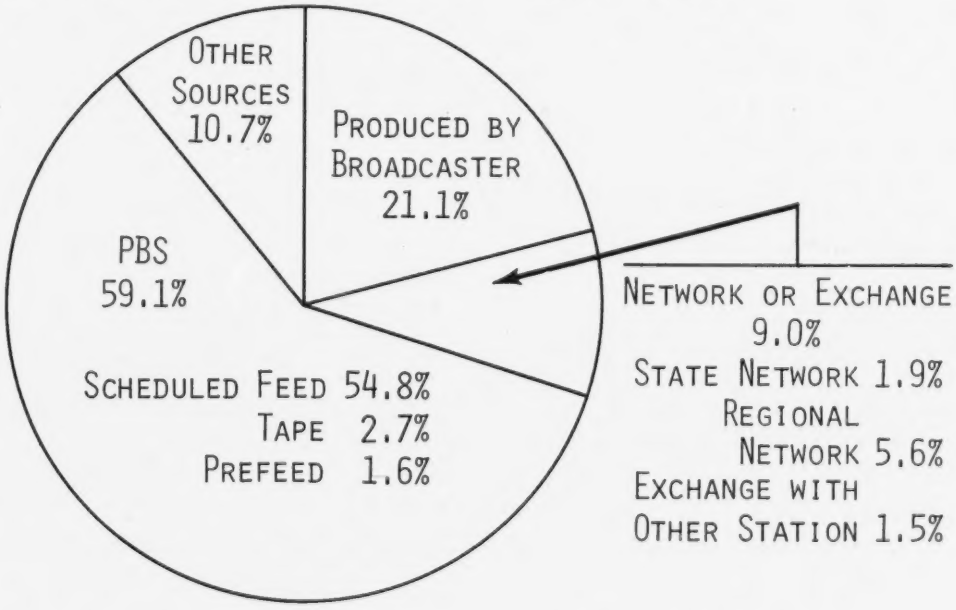


FIGURE V.6

NEWS/PUBLIC AFFAIRS PROGRAMMING BY SOURCE
TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958



CHAPTER VI

General Audience Programming

Just under a third of the broadcast hours of public television (31.5% to be exact) were neither instructional, CTW productions nor news/public affairs programs. These programs, which we call general audience programs for lack of a better label, amounted to a weekly total of 21.6 hours and 33.3 programs for the average broadcaster. As Figure VI.1 shows, these programs were quite different from what the commercial networks presented. (See Figure II.2.)

The categories presented in Figure VI.1 are somewhat ambiguous and less than perfectly reliable - one respondent may call a jazz concert "cultural performance" and another may consider it "entertainment." However, the division of general audience programming can provide a rough insight into what PTV was broadcasting during the sample week. Respondents reported that 22.3% of general programming (7.0% of all programming) was given over to cultural performance such as operas, plays, and concerts. Another 10.9% of these hours (3.4% of all hours) included other cultural material - presumably reviews, reports, and programs like "Civilization." Children's programs that were neither formal instruction nor produced by CTW, represented 23.4% of these hours and 7.4% of all broadcast hours. Skills programs, such as "The French Chef" amounted to 12.5% of these hours and 3.9% of the total. Finally, entertainment was 26% of general audience programming and 8.2% of all hours broadcast.

The entertainment programming included, among other things, 303 hours of feature films, 163 hours of variety programs, 114 hours of theatrical material (that respondents did not call "cultural"), 77 hours of music and dance, and 64 hours of sports.

General audience programming represented only a small portion of the school day, a larger portion of the afternoon/early evening period, nearly half of weekday nighttime hours, and 58% of all weekend programming. All this is detailed in Figure VI.2. From

FIGURE VI.1

GENERAL AUDIENCE PROGRAMMING BY TYPE OF PROGRAM

TOTAL GENERAL AUDIENCE BROADCAST HOURS: 3,217

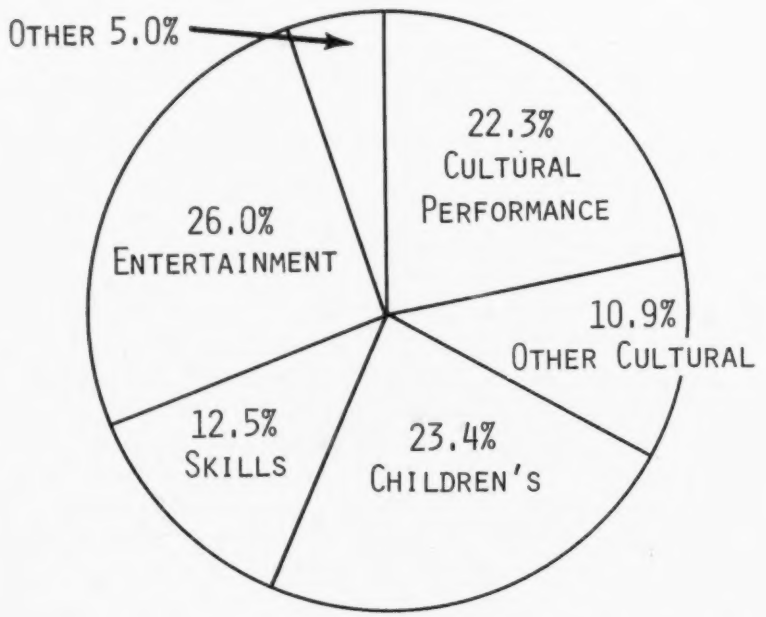
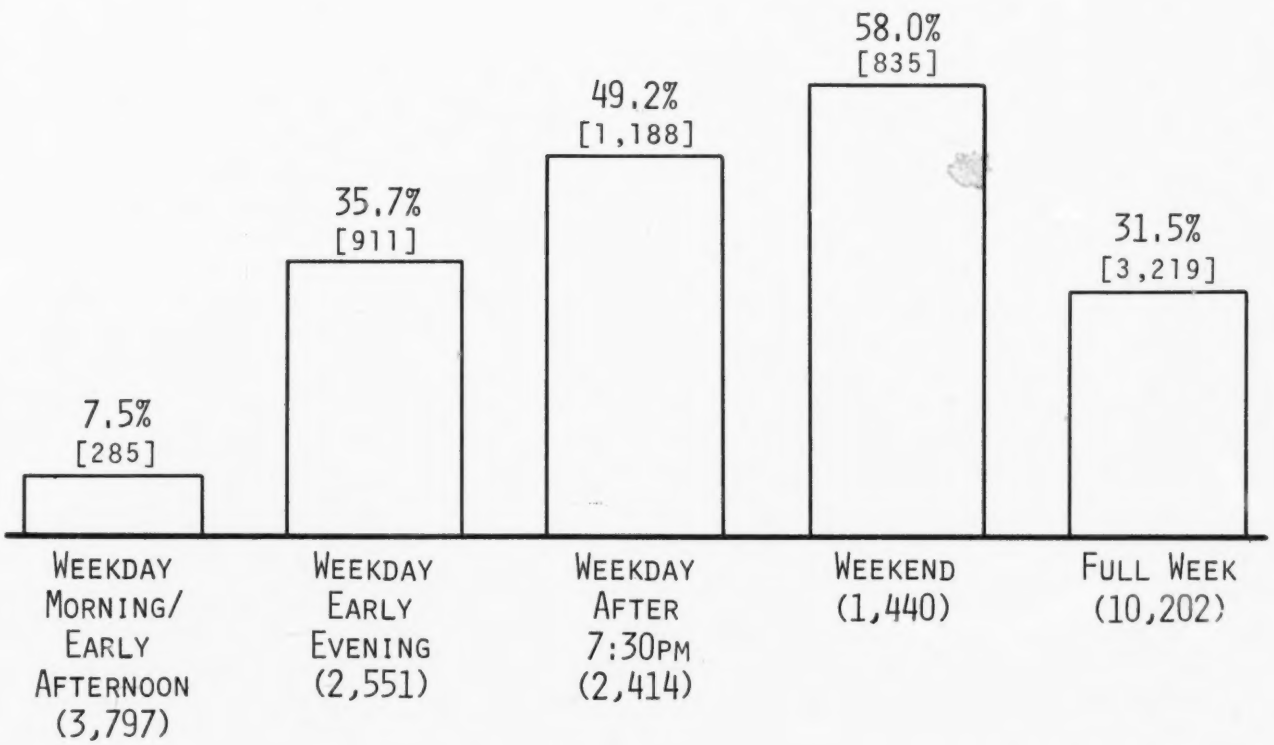


FIGURE VI.2

General Audience Programming by Day Part

(Figures in parentheses indicate total broadcaster hours)
[Figures in brackets indicate general audience broadcast hours]



another viewpoint, we find that 8.9% of all general audience program hours were in the morning and early afternoon on weekdays, 28.3% were on weekdays in the early evening, 36.9% were on weekday evenings, and the remaining 25.9% were broadcast on weekends.

Local production of general audience programming (9.7%) was less than half the proportion of local news/public affairs production (21.1%). The Public Broadcasting Service was directly responsible for distributing the bulk (66.4% and 14.3 hours per broadcaster) of this type of material. (See Figure VI.3.)

Of the four types of programs we have discussed, interconnection lines were used more for direct transmission of general audience programs than for any other type (36.0% of all interconnection use was for these programs). On the other hand, far more hours of general audience programs (59.3%) were played back from recordings than were broadcast via interconnection (38.5%). (See Figure VI.4.)

When types of broadcaster are examined, as in Figure VI.5, it seems that broadcasters with higher budgets were able to carry more average hours of general programming (although category 2 had a higher rate than category 3); but there was no clear pattern to the proportion of air time devoted to general programming by budget category. Between 30.1% and 34.9% of all air time was devoted to general audience programming by the five budget categories.

Analysis by region reveals that Eastern broadcasters devoted slightly more time to general audiences programming; however, except for outlying broadcasters, proportions of total time are within a very narrow range. Hours per broadcaster of general programming by region seems to have followed the distribution of total hours per broadcaster.

Broadcasters licensed to Local School authorities devoted fewer hours to general programming, and they devoted less than the average proportion of their total time to this material. On the other hand, broadcasters associated with Institutions of Higher Education were second to Community broadcasters in the average number of hours of this type, and they devoted the highest proportion of their broadcast week to such programs.

FIGURE VI.3

GENERAL AUDIENCE PROGRAMMING BY SOURCE

TOTAL GENERAL AUDIENCE BROADCAST HOURS: 3,217

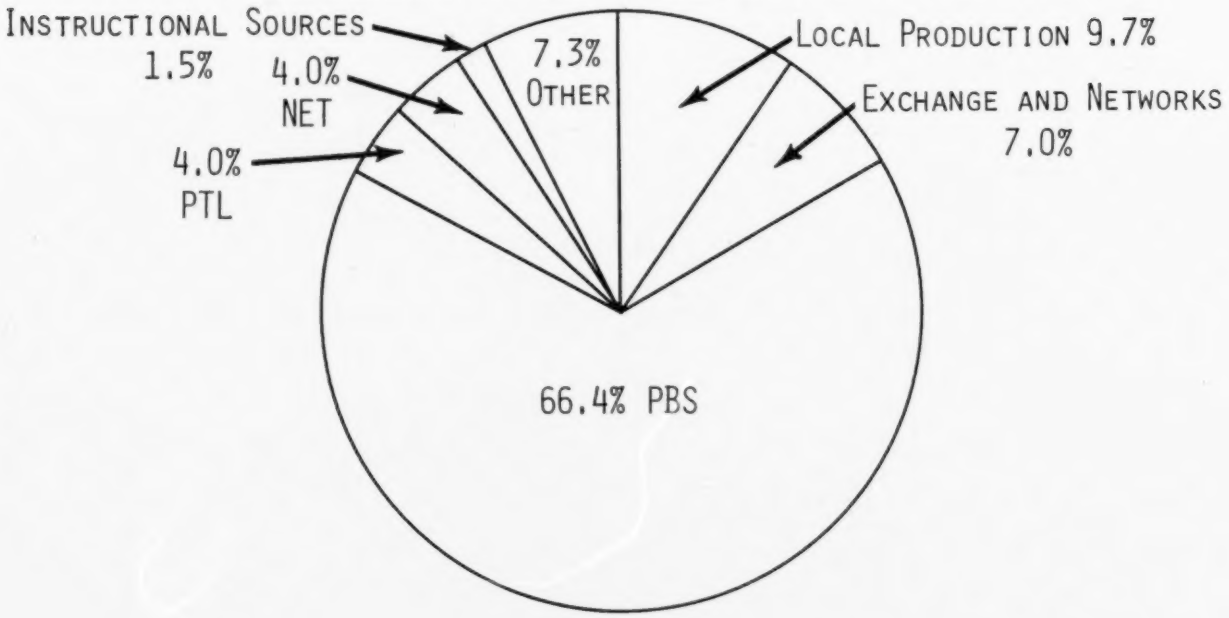


FIGURE VI.4

GENERAL AUDIENCE PROGRAMMING BY TYPE OF TRANSMISSION

TOTAL GENERAL AUDIENCE BROADCAST HOURS: 3,217

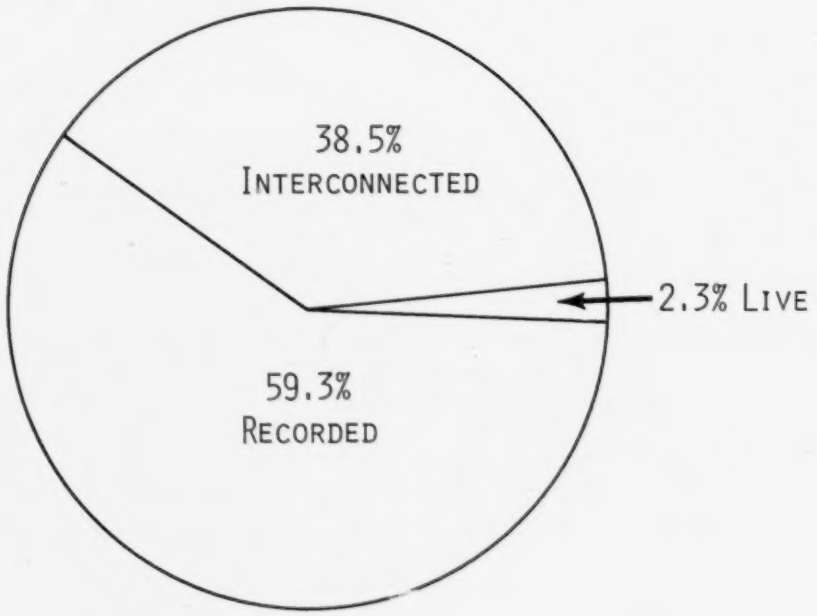
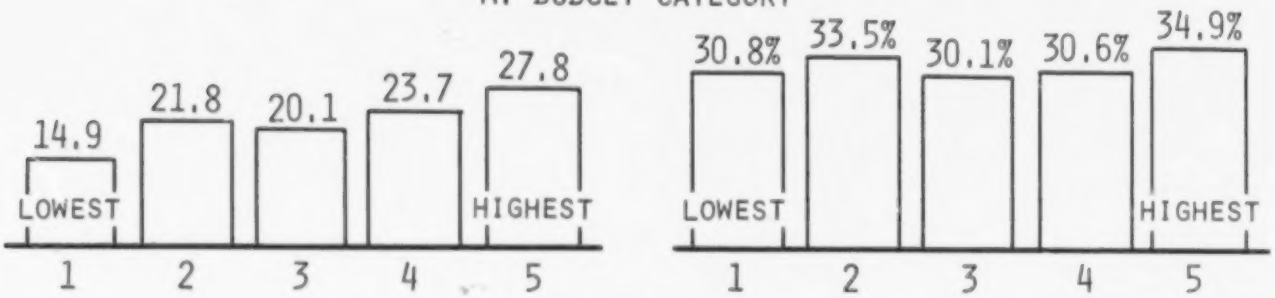


FIGURE VI.5

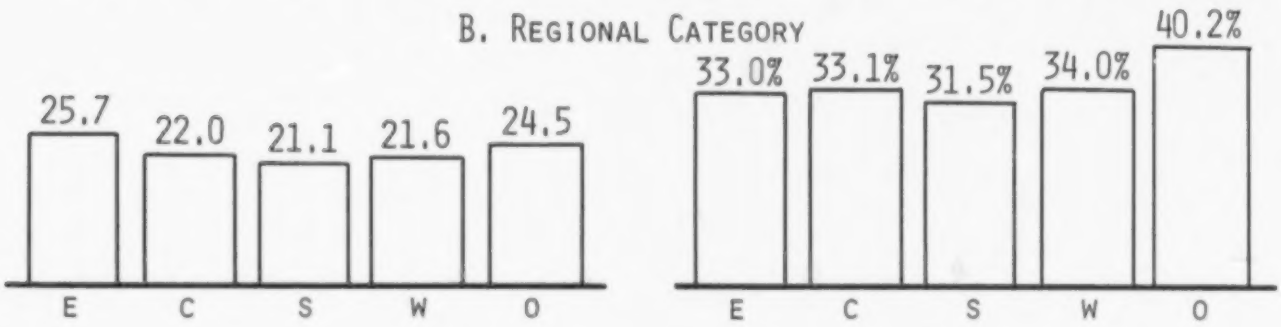
GENERAL AUDIENCE PROGRAMMING BY BROADCASTER TYPE*

(I) HOURS PER BROADCASTER (II) AS PERCENT OF BROADCASTER WEEK

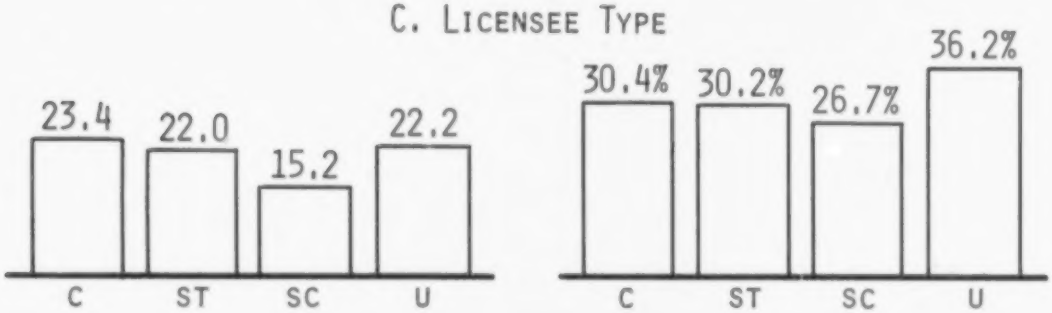
A. BUDGET CATEGORY



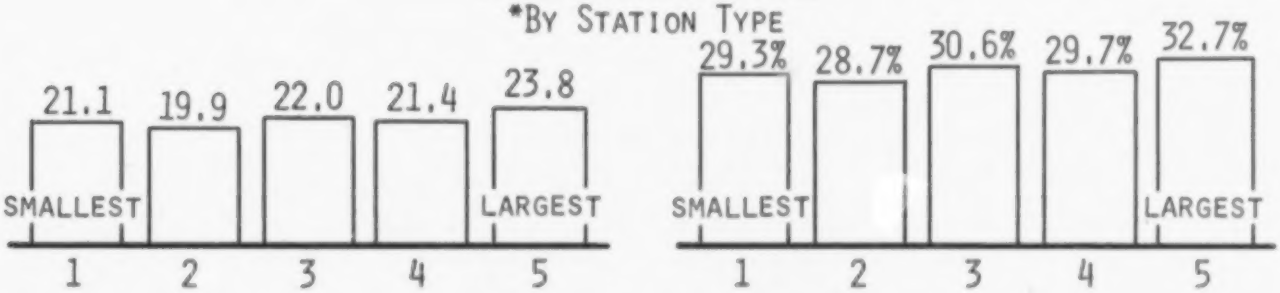
B. REGIONAL CATEGORY



C. LICENSEE TYPE



D. POPULATION SERVED
*BY STATION TYPE



Once again, analysis by population category provided no clear interpretation of the data.

General audience programming hours included 22.5% repeated material from the prior week. About 32.5% of the general audience programs originally broadcast were repeated later in the week. Color broadcasts represented 70.4% of the hours of general audience programming, a proportion somewhat lower than color broadcast proportions for CTW material or news/public affairs material. The combined proportion of color broadcast hours for the three "other than instructional" groups of programs was 77.7%, a considerable increase in color broadcasting since 1970, when 43% of "PTV" (i.e. non-instructional) programming was in color.

CHAPTER VII

PUBLIC TELEVISION PROGRAMMING CONTENT:

SUMMARY, CONCLUSIONS AND SPECULATIONS

The period between the 1970 "One Week" sample and April 1972 was one of significant transition in public television. The Public Broadcasting Service began to provide an average of nearly fifty programs a week (including repeat showings) to fill over thirty-six hours in the average public broadcaster's schedule. Use of scheduled service jumped from 28.8% of station hours in 1970 to 48.5% of broadcaster hours in 1972.

The proportion of local production only dipped slightly, falling from 17.0% to 16.1% of all hours. In absolute numbers, however, this represented an increase in locally produced hours per broadcaster. Unfortunately, changes in units of measurement do not allow a fair comparison to be made; but a rough estimate is a 1.5% increase.

Among the programs financed and distributed on the national level, the productions of the Children's Television Workshop undoubtedly had the greatest impact on schedules. They represented one out of every five hours broadcast, more than 14.4 hours per week for the average broadcaster. Two programs, "Sesame Street" and "The Electric Company" were on the air for a period of time equal to 75% of all formal instructional programming and 110% of all news and public affairs programming.

Some of the increased use of national services allowed for broadcast week expansion that averaged more than five additional hours over two years. However, between 1970 and 1972 there was a decline in distribution via direct exchange and regional or state networks.

The trends in overall instructional service can be interpreted in different ways. If the CTW productions aired during school hours are included with "instructional" content, there was a sharp increase in hours per station of instructional programming to 27.6 hours per week. If the CTW productions are not included, there was a continued decrease in instructional hours. These facts

reflect the limited school day. If "Sesame Street" was broadcast during the period, an hour was lost for other instructional programs.

Perhaps the growing use of instructional television distribution centers (up from 35.8% to 40.8% of all instructional hours) is indicative of a more important trend in instructional TV. Since local instructional production also increased, we may speculate that PTV broadcasters (perhaps motivated by the quality of the CTW products) placed increasing emphasis on the quality of instructional material. On the one hand, economies of scale allow more expensive productions to be cheaper for each user when distributed nationally. On the other hand, local needs must often be met by local production and cooperation between broadcasters and schools. The data in no way justify painting a rosy picture of instructional TV quality; but they allow for the speculation that there has been improvement.

Similarly, some of the trends in other programming areas indicate possible improved quality as well as quantity. In addition to the growth of CTW children's programming - which was acknowledged to be of the highest caliber - the other nationally distributed programs represented more dollars for the production (although not necessarily more dollars per station-broadcast-hour) of each offering. The 7 1/2 hours of new CTW programs during the survey week cost roughly $277,500 (at $37,000 per hour) which means that CTW programs cost $128.65 for each hour broadcast. The 17 hours of nationally financed new general and news/public affairs programs cost roughly $408,000 (at ($24,000 per hour). They were used for a total of 3,292 broadcaster hours at a resulting cost of $123.94 per hour. The heavy distribution of evening programs via PBS interconnection reduced the need for ad hoc acquisition of programs. This, in turn, may have contributed to improved quality through efficient (multi-station, repeat showings) use of high budget programs.

Direct transmission via interconnection included 33.6% of all hours and 41% of non-instructional hours. In 1970, national and interstate physical origination included 19.9% of all hours and 28.3% of non-instructional hours. However, in addition to the increased use of national interconnection for real time transmission, there was also considerable use of PBS-distributed programs

that were taped and then played at the discretion of the broadcaster. Thus, 33.6% of all hours were transmitted via interconnection, far less than the 49.8% of all hours provided by PBS over interconnected lines. The key is that 44.4% of all material originally provided by PBS interconnection was recorded by the broadcasters and aired at their convenience.

One further sign of the vitality of public broadcasting was the presence of over two hours per broadcaster of locally-produced news or public affairs programming. Unlike cultural and (to some extent) instructional programs, which can gain through pooled resources, local public affairs programs provide important service to communities by concentrating on material of interest to people in a small geographical or political unit. From 1970 to our sample week in 1972, there was a slight decline in the proportion of news material devoted to local issues (from 18% to 16%), while attention to national issues increased (from 22% to 36% of all news/public affairs hours). This shift was only natural between a year in which there was no national election and a year for presidential primaries. A closer look at the figures reveals that local news hours actually increased from 2.02 hours in 1970 to 2.08 hours in 1972. The difference in proportions was a result of an increase from 2.47 hours of national coverage to 4.68 hours of national coverage during the election year.

APPENDIX I

DETAILED TABLES

TABLE A.1

Typology by Budget Size

Category	Name	Range	Broadcasters Number	Broadcasters Percent	Licensees Number	Licensees Percent	Stations Number	Stations Percent
1	Below $105,000	$40,000 to $103,000	11	7.4%	11	7.9%	11	5.0%
2	$105,001 to $300,000	$112,200 to $295,500	34	22.8%	34	24.3%	36	16.4%
3	$300,001 to $750,000	$304,600 to $731,600	58	38.9%	55	39.3%	73	33.2%
4	$750,001 to $2,500,000	$777,500 to $2,282,000	32	21.5%	31	22.1%	78	35.5%
5	$2,500,001 and over	$2,671,400 and over	14	9.4%	9	6.4%	22	10.0%
Total			149	100%	140	100%	220	100%

TABLE A.2

Typology by Region

Region	Territory Included			Broadcasters Number	Broadcasters Percent	Licensees Number	Licensees Percent	Stations Number	Stations Percent
E-Northeast	Conn. D.C. Del. Maine Md. Mass.	N.H. N.J. N.Y. Pa. R.I. Vt.	W.Va.	33	22.1%	30	21.4%	47	21.4%
S-South	Ala. Ark. Fla. Ga. Ky. La.	Miss. N.C. Okla. S.C. Tenn. Texas	Va.	41	27.5%	39	27.9%	83	37.7%
C-Central	Ill. Ind. Iowa Kan. Mich. Minn.	Mo. Neb. N.D. Ohio S.D. Wisc.		41	27.5%	38	27.1%	53	24.1%
W-West	Alaska Ariz. Cal. Colo. Hawaii Idaho	Nev. N.M. Oreg. Utah Wash.		32	21.5%	31	22.1%	34	15.5%
O-Outlying	Guam	Puerto Rico		2	1.3%	2	1.4%	3	1.4%
Total				149	100%	140	100%	220	100%

TABLE A.3

Typology by Type of Licensee

Type	Broadcasters Number	Broadcasters Percent	Licensees Number	Licensees Percent	Stations Number	Stations Percent
C-Community	54	36.2%	47	33.6%	56	25.5%
St-State	25	16.8%	25	17.9%	77	35.0%
Sc-Local School Systems	23	15.4%	22	15.7%	23	10.5%
U-University/College	47	31.5%	46	32.9%	64	29.1%
Total	149	100%	140	100%	220	100%

TABLE A.4

TYPOLOGY BY POPULATION SERVED

Category	Range	Stations	
		Number	Percent
1	35,000 to 125,000	41	18.6%
2	130,000 to 273,000	45	20.5%
3	300,000 to 600,000	47	21.4%
4	612,000 to 1,2000,000	42	19.1%
5	1,230,000 and over	45	20.5%
Total		220	100%

TABLE A.5

AVERAGE WEEKLY BROADCAST HOURS

Budget Size	Broadcaster Hours per Week	Licensee Type	Broadcaster Hours per Week	Region	Broadcaster Hours per Week	Population Served	Station Hours per Week
1	48.5	Community	77.2	East	77.8	1	72.2
2	65.1	State	73.2	Central	66.7	2	69.3
3	66.7	School	57.1	South	67.1	3	71.7
4	77.2	University	61.4	West	63.4	4	72.1
5	79.8			Outlying		5	72.8
Total	68.5					Total	70.9

TABLE A.6

Color Programming as Percent of Public Television Programming

Budget Size	Programs	Hours	Licensee Type	Programs	Hours	Region	Programs	Hours	Population Served	Programs	Hours
1	43.2%	56.6%	Community	58.7%	67.8%	East	58.8%	68.2%	1	50.4%	57.3%
2	49.0%	56.8%	State	51.9%	60.5%	Central	48.7%	58.4%	2	57.7%	65.2%
3	51.9%	61.7%	School	35.4%	42.3%	South	58.4%	66.8%	3	52.1%	59.2%
4	58.4%	66.9%	University	58.1%	67.2%	West	50.8%	60.5%	4	56.3%	66.1%
5	66.6%	74.8%	Total	54.0%	63.0%	Total	54.0%	63.0%	5	59.3%	67.5%
Total	54.0%	63.0%							Total	55.1%	63.1%

TABLE A.7

Public Television Programming by Type of Distribution and Broadcaster Budget Size

	Budget Size	Live	Interconnected	Recorded
(lowest)	1	0.81 hrs. (1.7%)	22.86 hrs. (47.1%)	24.86 hrs. (51.2%)
	2	1.59 hrs. (2.4%)	31.12 hrs. (47.8%)	32.35 hrs. (49.7%)
	3	2.08 hrs. (3.1%)	19.39 hrs. (29.1%)	45.18 hrs. (67.8%)
	4	3.22 hrs. (4.2%)	20.49 hrs. (26.5%)	53.50 hrs. (69.3%)
(highest)	5*	2.51 hrs. (3.1%)	24.39 hrs. (30.6%)	52.90 hrs. (66.3%)
	Total	2.16 hrs. (3.2%)	23.03 hrs. (33.6%)	43.27 hrs. (63.2%)

*Figures in Category #5 include five secondary schedules of broadcasters serving an already covered community. These tended to be shorter than the average and included little live programming.

TABLE A.8

Distribution of Programming Hours by Program Type and Budget Category

(figures in parentheses are average hours per broadcaster)

Total Broadcast Hours: 10,202

Category	Instructional	CTW	News/PA	General	Total
1 (lowest)	23.3%	24.7%	21.1%	30.8%	100%
	(11.3)	(12.0)	(10.3)	(14.9)	(48.5)
2	23.4%	24.0%	19.0%	33.5%	100%
	(15.3)	(15.6)	(12.4)	(21.8)	(65.1)
3	30.5%	20.6%	18.8%	30.1%	100%
	(20.3)	(13.7)	(12.5)	(20.1)	(66.7)
4	30.3%	19.6%	19.5%	30.6%	100%
	(23.4)	(15.1)	(15.0)	(23.7)	(77.2)
5 (highest)	26.8%	19.1%	19.3%	34.9%	100%
	(21.4)	(15.2)	(15.4)	(27.8)	(79.8)
Average	28.1%	21.1%	19.2%	31.5%	100%
	(19.3)	(14.5)	(13.1)	(21.6)	(68.5)

TABLE A.9

DISTRIBUTION OF PROGRAMMING HOURS BY PROGRAM TYPE AND LICENSEE TYPE

(figures in parentheses are average hours per broadcaster)

Total Broadcast Hours: 10,202

Category	Instructional	CTW	News/PA	General	Total
Community	29.5%	20.0%	20.0%	30.4%	100%
	(22.8)	(15.5)	(15.5)	(23.4)	(77.3)
State	33.2%	19.4%	17.3%	30.2%	100%
	(24.3)	(14.2)	(12.6)	(22.0)	(73.2)
School	35.1%	22.5%	15.7%	26.7%	100%
	(20.1)	(12.8)	(8.9)	(15.2)	(57.1)
University	19.7%	23.2%	20.8%	36.2%	100%
	(12.0)	(14.3)	(12.8)	(22.2)	(61.4)
Average	28.1%	21.1%	19.2%	31.5%	100%
	(19.3)	(14.5)	(13.1)	(21.6)	(68.5)

TABLE A.10

Distribution of Programming Hours by Program Type and Region

(figures in parentheses are average hours per broadcaster)

Total Broadcast Hours: 10,202

Category	Instructional	CTW	News/PA	General	Total
East	27.1%	19.7%	20.3%	33.0%	100%
	(21.6)	(15.3)	(15.8)	(25.7)	(78.4)
Central	27.7%	21.9%	17.3%	33.1%	100%
	(18.4)	(14.6)	(11.5)	(22.0)	(66.5)
South	32.2%	19.1%	17.2%	31.5%	100%
	(21.6)	(12.8)	(11.6)	(21.1)	(67.1)
West	23.2%	24.4%	18.4%	34.0%	100%
	(14.7)	(16.5)	(11.7)	(21.6)	(64.5)
Outlying	22.9%	23.8%	13.1%	40.2%	100%
	(14.0)	(14.5)	(8.0)	(24.5)	(61.0)
Average	28.1%	21.1%	19.2%	31.5%	100%
	(19.3)	(14.5)	(13.1)	(21.6)	(68.5)

TABLE A.11

Distribution of Programming Hours by Program Type and Population Served

(figures in parentheses are average hours per station)

Total Broadcast Hours: 10,202

Category	Instructional	CTW	News/PA	General	Total
1(smallest)	29.9%	20.9%	19.9%	29.3%	100%
	(21.6)	(15.1)	(14.4)	(21.1)	(72.2)
2	32.7%	20.8%	17.9%	28.7%	100%
	(22.7)	(14.4)	(12.4)	(19.9)	(69.4)
3	31.3%	20.7%	17.4%	30.6%	100%
	(22.4)	(14.8)	(12.5)	(22.0)	(71.7)
4	31.8%	19.3%	19.2%	29.7%	100%
	(22.9)	(13.9)	(13.8)	(21.4)	(72.0)
5(largest)	27.9%	20.4%	19.0%	32.7%	100%
	(20.3)	(14.9)	(13.9)	(23.8)	(72.9)
Average	30.7%	20.4%	18.7%	30.2%	100%
	(22.0)	(14.6)	(13.4)	(21.6)	(71.6)

APPENDIX II

Public Television in American Samoa

The broadcast schedule for public television in American Samoa created havoc when included in the average figures for the overall system. The Samoan public broadcast system included six channels of PTV covering one geographic region. Each channel had its own schedule. Thus, our definitions would require us to call the Samoan system six "broadcasters." This was a clearly unrealistic procedure -- Samoa then counted for as much as the combined state systems in Alabama, Georgia, Kentucky, Mississippi, New Hampshire, and South Carolina. Instead of resorting to an artificial device to correct for this, we removed Samoan figures from the data analysis. Thus, the entire system, including Samoa, actually covered 141 licensees and 226 stations, while data in the report cover 140 licensees and 220 stations.

Samoan PTV broadcast nearly 200 hours during the week in question. The schedules were quite distinct from the programming mix in the rest of the system. Most hours were instructional; 63% were during school time; two thirds were locally produced; none were in color. When included in the data for the overall system, Samoan data changed the picture of a typical PTV schedule. Thus they were not included; however, it is worth noting that the PTV system extends thousands of miles into the Pacific. There, in addition to Biology, Algebra, History of Oceania, and "Living in the Pacific," viewers saw "Misterogers," "Sesame Street," "Firing Line," "The French Chef," and even "Star Trek" and "Bonanza" on their public television station.

APPENDIX III

Questionnaire Items For Each Program

1. Day of week:

   1 - Sunday
   2 - Monday
   3 - Tuesday
   4 - Wednesday
   5 - Thursday
   6 - Friday
   7 - Saturday

2. Time of day:

   1 - Sign-on to end of school day

   2 - End of school day to 7:30 pm

   3 - 7:30 pm to sign-off

3. This program is:

   L - Live (Broadcast real-time from your local station(s)).

   I - Interconnected (Broadcast simultaneously with a network feed).

   R - Recorded (Broadcast locally from video tape or film).

4. Primary distributor of this program. (Note: This question requires careful attention. For example, a program produced by WGBH, placed in distribution by PBS and received by your facility for broadcast through a regional network - RMCPB - should be noted as coming from PBS; a program produced by KETC, placed in distribution by NITC and received by your facility for broadcast through EETN should be noted as coming from NITC.)

A - local (produced at your facility)

B - another PTV station (in direct exchange)

C - state network (only if program produced within the state for state use)

D - regional network (only if program produced within the region for regional use)

E - PBS scheduled service (interconnected)

F - PBS tape distribution (Ann Arbor)

G - PBS pre-feed service (programs like "U. N. Security Council Hearings")

H - PTL (Public Television Library)

I - NET flexible service

J - NITC (National Instructional Television Center)

K - GPNITL (Great Plains National Instructional Television Library)

L - other instructional programming sources

M - other non-instructional programming sources (NET film, commercial station or network, U. S. Army, etc.)

5. Is this a color program?

Y - Yes

N - No

6. Do you broadcast it in color?

Y - Yes

N - No

7. Is this program a repeat of a program broadcast within the previous seven days?

Y - Yes

N - No

8. Has this program been broadcast by your facility prior to September 1, 1971?

Y - Yes

N - No

9. This program is either:

G - general audience program
or
I - instructional program (formal education)

10. If an instructional program, indicate grade level:

0 - not an instructional program

1 - (K - 3)

2 - (4 - 6)

3 - (7 - 9)

4 - (10 - 12)

5 - college/university (in-school)

6 - adult (for credit)

11. If an instructional program, which of the following supplementary materials are supplied or distributed by you for use with this program:

0 - not an instructional program

1 - teacher guides

2 - student workbooks

3 - kits, film strips, slides, etc.

4 - combination of any above

5 - other materials

6 - no supplementary materials

12. If an instructional program, is this a vocational or technical education program?

0 - not an instructional program

Y - Yes, vocational or technical education

N - No, not vocational or technical education

13. Is this program broadcast primarily as adult-continuing education?

N - No

Yes; if so, please categorize:

A - high school equivalency (G.E.D.)

B - professional education (do not include teacher in-service)

C - teacher in-service

D - university extension

E - business and industrial employee training

F - literacy training (language skills)

G - other basic education

H - vocational education

I - public employee training

J - other

14. If this program is adult-continuing education, which of the following materials are supplied or distributed by you for use with this program?

0 - not adult-continuing education

1 - text books

2 - student workbooks

3 - study guides and course outlines

4 - combination of any above

5 - other materials

6 - no materials

15. Subject area: (Note: public affairs and cultural programming are not considered to be subject areas; the subject matter of news programming ordinarily will fall into category - "current events."

A - theater arts (all programming pertaining to the theater, including dramatic performances)

B - music - dance

C - fine arts (programs considering photography, painting, sculpture, programs about films, etc.)

D - literature

E - other arts programming (Ordinarily this category should be used for programs that consider more than one art form; it can be used for an arts program that doesn't fit categories A-D.)

F - current events

G - entertainment: sports

H - entertainment: feature films

I - entertainment: variety formats

J - home economics

K - mathematics

L - physical sciences (chemistry, physics, biology, medicine, etc.)

M - social and behavioral sciences (geography, history, social studies, sociology, psychology, economics, etc.)

N - language arts

O - foreign language

P - health and safety

Q - physical education

R - education (program is about "education" or teaching)

S - other (Use this category only as a last resort resort.)

16. If program is general audience program in which of the following broad categories would it fall?

0 - not general audience program

A - news reporting

B - news analysis/discussion

C - single-topic news reports (e.g., education, religion)

D - public affairs documentary

E - other public affairs

F - cultural performance

G - other cultural

H - children's

I - skills

J - entertainment (including variety shows sports, and feature films)

K - other (Use only when absolutely necessary.)

17. If program is news/public affairs program, what is its primary concern?

0 - not news/public affairs program

1 - local

2 - regional

3 - national

4 - international

5 - national/international

6 - other

18. Is program broadcast primarily for one of the following special audiences?

0 - not broadcast for special audience

1 - senior citizens

2 - Black-Americans

3 - Mexican-Americans

4 - other ethnic groups

5 - lower socio-economic groups

6 - mentally or physically handicapped

7 - other special audience

19. Audience age-level: (for all programs)

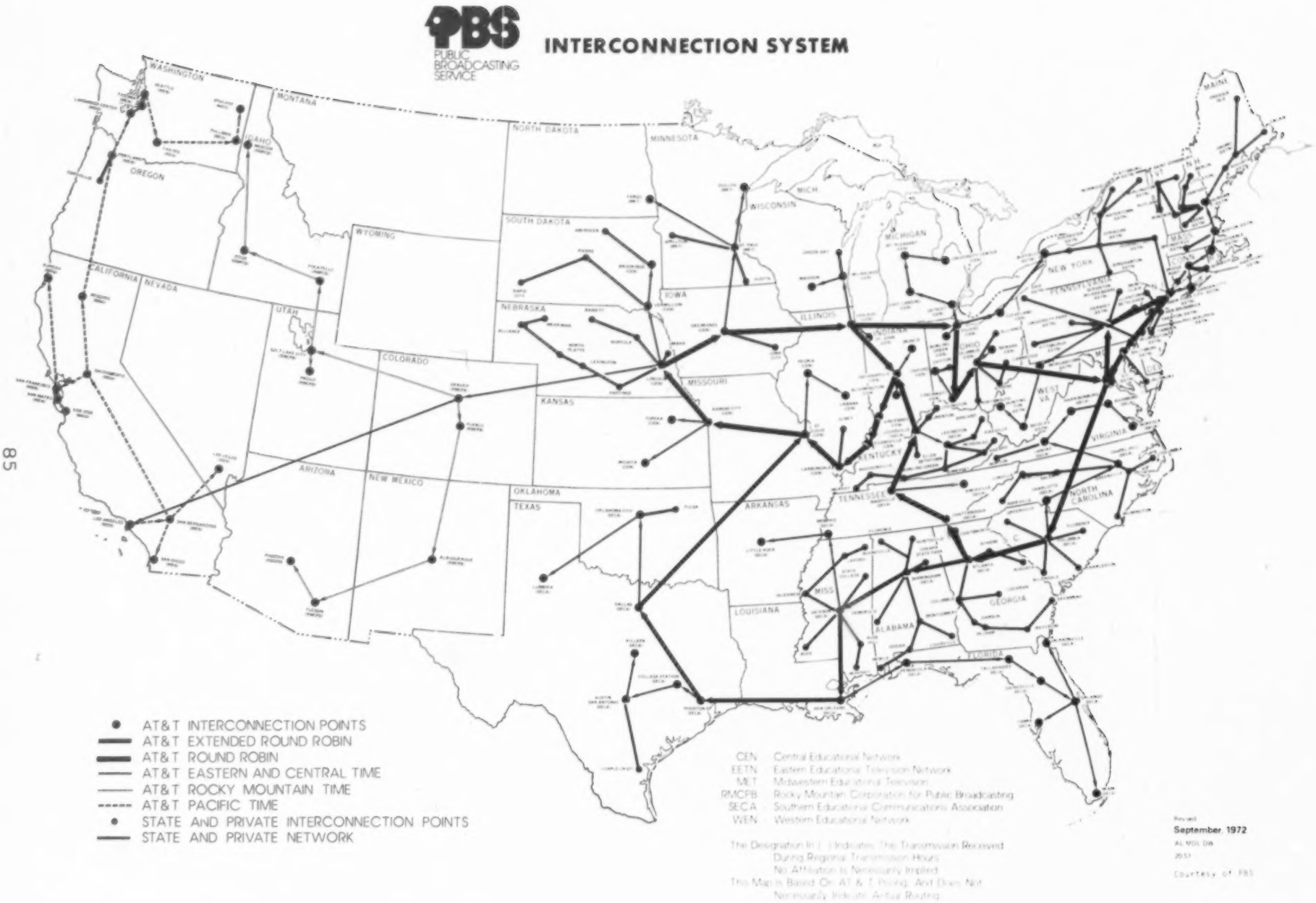
1 - early childhood: up to age 6 (preschool)

2 - middle childhood: age 6 to 12 (elementary school)

3 - youth: age 12 to 18 (secondary school)

4 - young adult (as a specific group)

5 - adult


PBS
PUBLIC BROADCASTING SERVICE
INTERCONNECTION SYSTEM
WASHINGTON
OREGON
CALIFORNIA
NEVADA
IDAHO
MONTANA
WYOMING
UTAH
ARIZONA
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
MISS.
ALABAMA
GEORGIA
FLORIDA
TENNESSEE
KENTUCKY
VIRGINIA
NORTH CAROLINA
NEW YORK
PENNSYLVANIA
MAINE
AT&T INTERCONNECTION POINTS
AT&T EXTENDED ROUND ROBIN
AT&T ROUND ROBIN
AT&T EASTERN AND CENTRAL TIME
AT&T ROCKY MOUNTAIN TIME
AT&T PACIFIC TIME
STATE AND PRIVATE INTERCONNECTION POINTS
STATE AND PRIVATE NETWORK
CEN - Central Educational Network
EETN - Eastern Educational Television Network
MET - Midwestern Educational Television
RMCPB - Rocky Mountain Corporation for Public Broadcasting
SECA - Southern Educational Communications Association
WEN - Western Educational Network
The Designation In ( ) Indicates The Transmission Received During Regional Transmission Hours
No Affiliation Is Necessarily Implied
This Map Is Based On AT & T Routing And Does Not Necessarily Indicate Actual Routing
Revised
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AL MOL DN
2651
Courtesy of PBS

SUMMARY STATISTICS ON TYPES OF PROGRAMMING

Total hours broadcast by 149 broadcasters: 10,202

	Percent of Week	Hrs. per Broadcaster
Instructional	28.1%	19.26
Social Sciences	7.5%	5.11
Language and Literature	4.6	3.16
Physical Sciences	4.2	2.87
Music and Dance	2.0	1.38
Fine Arts	1.5	1.04
Math	1.5	1.00
Health, Safety and Phys. Ed.	1.2	0.85
Foreign Language	1.1	0.74
Education	1.4	0.97
Other	3.1	2.14
K - 3	6.6	4.55
4 - 6	9.4	6.44
7 - 9	4.0	2.73
10 - 12	3.8	2.62
College	1.4	0.95
Adult	2.7	1.85
No Response	0.2	0.12
CTW Productions	21.1%	14.47
School Hours	9.2%	6.30
Not School Hours	11.9	8.16
News/Public Affairs	19.2%	13.14
News Reporting	1.5%	1.03
News Analysis	5.2	3.56
Single Topic	2.4	1.62
Documentary	2.2	1.51
Other	7.9	5.42
Local	3.0%	2.08
Regional	1.3	0.86
National	6.8	4.68
International	1.0	0.66
National/International	5.1	3.36
Other/No Response	2.0	1.31
General	31.5%	21.59
Cultural Performance	7.0%	4.81
Other Cultural	3.4	2.35
Children's	7.4	5.07
Skills	3.9	2.69
Entertainment	8.1	5.54
(Theater)	(1.1)	(0.77)
(Music/Dance)	(0.8)	(0.52)
(Sports)	(0.6)	(0.43)
(Feature Film)	(3.0)	(2.03)
(Variety)	(1.6)	(1.10)
(Other)	(1.0)	(0.69)
Other/No Response	1.7%	1.14
Total	100%	68.47